

Temperatures —		
Max.	Min.	
January 17	33.3	30.3
January 18	34.6	26.6
Precipitation, Sunshine —		
Ins.	Hrs.	
January 17	trace	2
January 18	0.3s	0.6

Penticton Herald

PENTICTON, B.C., WEDNESDAY, JANUARY 19, 1955

5c Copy

2 Sections—14 Pages

The weatherman says . . .
Mostly cloudy today and Thursday — A few very light snow flurries, and some sunny periods—Little change in temperature — Winds light—Low tonight and high tomorrow at Penticton, 22 and 35.

BCFGA President Sees Problems By Increased Fruit Production; No Cause For Gloom



HONORED and deeply moved was playing coach Grant Warwick of the Penticton Vees as he received the Hector McDonald trophy and title of British Columbia Athlete of the year at the hands of Dick Diespecker, of the Vancouver Province, through which paper the contest was run. Grant is the third winner of the trophy which has come to the Okanagan for the second time. First winner was Ray Bostock, of Kelowna, last year Doug Hepburn won it and this year it has gone to Grant Warwick, the first playing coach to have won the Allan Cup. Shown in the picture, looking on with pride as Grant receives the trophy are club president Clem Bird and Mayor Oscar Matson. Mr. Bird is looking over Mr. Diespecker's shoulder.

“.. There Are The Men Who Won It..”

Playing coach Grant Warwick was honored last night and, in turn, the famous playing coach of the Penticton Vees honored his players.

Voted by a wide margin British Columbia's athlete of the year in the Vancouver Province contest, the famous playing coach of the Vees received the award at an impressive ceremony held in the Memorial Arena as the Vees and the Kamloops Elks lined up for the second period of the OSAHL fixture.

Receiving the trophy from Dick Diespecker, Vancouver Province public relations head, Grant

turned and pointed to the green and white sweatered line and said, “I get the trophy, but there stand the men who won it for me.”

As the short, stocky hero of so many hockey wars stepped forward to take the tall, gold trophy from the hands of the coast newspaper's Dick Diespecker, 2,000 throats burst into a spontaneous roar and 2,000 pairs of hands applauded lustily.

Nobody was particularly surprised by the presentation. After all — who deserved the title more than Grant Warwick? Here was one of the most logical ayard

in the province's sporting history: Grant Warwick receiving the Hector McDonald trophy.

In Penticton to make the presentation were Mr. Diespecker, public relations officer for the Vancouver Province, and Alf Cottrell, the coast newspaper's sports editor. The former made the presentation, outlining briefly the three-year history of the trophy.

Just to make the evening complete, the Vees went on to win the hockey game 4-3, in one of the better games seen on Penticton ice this season. Grant picked up a pair of assists.

Tremendous increase in the production of all major soft fruit commodities within the next five years and a substantial increase in volume of marketable apples and consequent increased marketing problems was foreseen by BCFGPA President A. R. Garrish in his annual address to the fruit growers' convention, now in progress at Kelowna.

Declaring that the majority of growers measure the achievement of their organization in terms of successful marketing, Mr. Garrish declared, “the volume of soft fruits to be marketed in the years ahead, given favorable weather conditions, is going to present a major test of your organization.”

Many factors favored growers, the BCFGPA president continued, and these included the existence of the growers' organization, scheme of regulated marketing, existence of B.C. Tree Fruits Ltd., and B.C. Fruit Processors Ltd., and contracts under the Agricultural Products Co-operative Marketing Act.

“Obviously, any further extensive planting of soft fruits can only add to the difficulties ahead,” Mr. Garrish warned, and in summing up added, “we do not believe that the situation we have presented need be cause for undue gloom or pessimism.”

Only one of the 75 accredited delegates was absent when Mr. Garrish commenced his address.

Mr. Garrish's report is published in full on page eight of the second section.



A. R. GARRISH

Many Resolutions Dealt With Tues.

Customer criticism regarding the stage of peach ripeness and probability that American production would show a marked increase in the near future was noted by delegates during discussion of resolutions yesterday.

A resolution from Penticton calling for a system whereby semi-ripe peaches are shipped to the closer markets without being wrapped or going over the present packinghouse, graders was carried after delegates from Penticton had given reasons for its introduction.

The motion was introduced by Emil Morgenstern and seconded by Mrs. Leslie Balle. In supporting it, Frank Laird said the consumer was asking for a riper peach and there was a potential market at the coast for an improved product.

He maintained that if peaches were shipped in a cell pack, sales would increase and that if any weaknesses were found in this type of carton they could be overcome. Net result, he declared, would be a better product when it reaches the mar-

J. W. Johnson said the resolution was an attempt to give the consuming public the same quality fruit available at fruit stands.

J. W. McConnachie claimed that within the next few years there would be a large increase in the production of peaches in the United States and Okanagan growers should move to protect their interests.

Protection of coyotes, control of mice and damage to orchards by beavers formed the basis of two resolutions submitted by Oliver delegates.

Stating that coyotes are very beneficial to orchards in the control of mice and noting that they are being systematically poisoned by the game department, one resolution asked the game department to “discontinue poisoning coyotes in any area which so request protection for coyotes for a period of two years.”

Ed Hack of Oliver claimed a large area in his district was

City's New Dog Tax Bylaw Passed

City Council finally passed its new dog tax bylaw on Monday night, but not before still another amendment was worked into the measure. This new amendment, suggested by Poundkeeper T. G. Swann, provides that the charge for destroying a dog shall be upped from one to two dollars.

Alderman H. M. Geddes moved the amendment. In making the recommendation, Mr. Swann said that other changes in the bylaw will mean a probable increase in the number of dogs that will have to be destroyed, the greater impounding fee acting as a deterrent to owners who would otherwise reclaim their dogs.

The new bylaw, which is now in full effect, provides for escalation of pound fees starting from one dollar for the first time a dog is impounded up to a maximum of four dollars for the fourth offense in any one year.

Mr. Swann also obtained council's consent to his appointing a helper, at no cost to the city, to assist in rounding up strays. He said that it is desirable that such an assistant have some form of official status, otherwise his right to pick up dogs might be legally challenged.

Bulldozer Unearths Nest Of Bull Snakes

SUMMERLAND — A nest of bull snakes turned up by a bulldozer surprised the operator at the McLure pit recently where gravel is being obtained for construction of the new highway No. 97.

Two dozen or more snakes were in the bunch, scurrying here and there as startled as the driver of the big machine.

As soon as the cold penetrated they became inert and stiff. Now they are well layered in gravel again as road work progresses.

City's Civil Defence Coordinator Resigns

A letter of resignation from Harold Mitchell, who has been in charge of civil defence in the city, was received and the resignation accepted at Monday night's council meeting.

Mayor Oscar Matson remarked that it might not now be quite so difficult as it has been in the past, to fill this post, and that there are several who are interested.

Vees' Overseas Fund Now Enough To Get Vees As Far As Moose Jaw

The “Go-Vees-Go World Tournament Fund” took a big leap away past the \$3,000 mark over the weekend, between Saturday and Tuesday noon. Standing at \$2,001.40 in the tally listed in Monday's Herald, the fund was swelled by \$1,124.53, due mostly to several large donations by companies.

The largest were those of John Labatt Ltd., eastern brewers, who donated \$250, and the Okanagan Telephone Co. and the Industrial Acceptance Corp. of Canada who each put \$100 into the growing kitty. Meanwhile, steady donations by private citizens kept pouring in from all parts of Canada, with Pentictonites easily leading the dollar parade.

Worked out on the basis that it costs the Vees \$1.88 a mile to get to Dusseldorf, Germany (8,000 miles away, with a \$15,000 fund objective), the Vees are now one-fifth of the way to the World Hockey Tournament . . . which leaves them somewhere in the vicinity of Moose Jaw, Saskatchewan. In other words, the Allan Cup champions have a long way to go yet.

A complete list of the latest donors will be published in Friday's Herald. Those who wish to contribute may do so at Dorothy's Gift Shop on Main Street, radio station CKOK or the Herald office.

Hon W. K. Kiernan Talks To Growers

Growing importance of the home market to Okanagan fruit and vegetable growers was emphasized by the Hon. W. K. Kiernan, provincial minister of agriculture, during the course of his address to the 66th annual BCFGPA convention at Kelowna yesterday.

Mr. Kiernan's address follows:

LEGION HOLDS ANNUAL MEET

An improved financial status and slight increase in membership were highlights of the year's review given at the annual meeting of Penticton Branch 40, Canadian Legion, Monday night.

Membership now stands at 865 and the debt was reduced during the past year by \$3,765.

In his report, President G. W. Bolton stated that during the past year the Legion had assisted in sports, made representation for sale of the last 100 veterans' homes, had seen the last of the West Bench lots sold and had made plans for start of construction.

The Legion continues to play an important part in the affairs of the City of Penticton. It continued, “we have met with the city fathers several times and at all times have received the fullest cooperation and advice.”

Mr. Bolton praised the amount of work done by Secretary-manager Pete Adams on behalf of welfare cases.

Sick and visiting committee of Percy Cordon and O. B. Murray told of visiting 127 veterans at home and 180 in hospital during the past year. This did not include visits to wives and dependents. They expressed thanks to Legion members and citizens of Penticton for their donations of magazines, books and papers.

Others who gave reports were S. W. Penty, membership; T. W. Bryant, civic affairs and parades; George Carter, publicity; J. H. Hooper, canteen; Ron Dean, ways and means; Society, J. A. M. Young, on behalf of Society President P. F. Erault.

Mr. Erault, a long-time Legion member and past president, has been hospitalized and regret at his illness was expressed by members at the meeting.

Judge Colquhoun Back In Penticton

Judge M. M. Colquhoun has returned to Penticton from Vancouver where he had been relieving for Judge Arthur Lord in County Court. Judge Lord is sitting on a commission investigating Radical Sons of Freedom Doukhobors.

HINTS CITY BUS LINES MAY FOLD

Request of the head of Columbia Coachways for council to name a committee to “go into the affairs of the bus company,” has set some members of council to conjecturing that the city may either have to take over the bus system, or do without one.

Hugh Wilson, managing director of the company, appearing before council on Monday with this request, reminded council that he had, long ago, indicated that the company would “run as long as its equipment lasted,” and he passed a remark on Monday that “the time has come” for something to be done about the bus line.

Council refrained from open comment and acceded to the request. Mayor Oscar Matson appointed the finance and civic affairs committee, headed by Alderman H. G. Garrioch, to do the investigating. Senior members of council have indicated concern over the problem, referring to the fact that other cities in the Okanagan have had to face it in the past.

DOUKHOBOR CHILDREN ROUNDED UP

NEW DENVER, B.C. (BUP) — Forty school-age Doukhobor children were being held here for forced education today after being routed from their homes in the “Doukhobor” settlement at Krestova, Tuesday.

Some 50 Royal Canadian Mounted Police and welfare workers raided the Freedomite settlement at dawn and captured the children. It was the first big raid on the mountain-top community of Krestova and the largest ever made on a Freedomite center.

All Sons of Freedom parents here had refused to send their children to school, because of their religious convictions, despite a government drive for attendance. No resistance was offered when police and welfare workers swept down on the village.

PUC Asked To Sit In On Gas Meeting

Penticton will request the services of a Public Utilities Commission representative to “explain” the clauses of the proposed gas franchise agreement to members of the joint gas-franchise committee when it next meets.

A resolution calling for this was read at Monday's council meeting, the resolution being advanced by the Penticton Ratepayers' Association, and endorsed by the Penticton Board of Trade. Council agreed to comply with the request.

Text of the resolution is as follows: “Whereas the executive of the Penticton Ratepayers' Association is concerned as to the extent to which the Public Utilities Commission will protect the taxpayers, present and future, in the event of the City Council signing the agreement, if it is not in the best interests of the taxpayer; therefore be it resolved that the City Council be requested to defer decision to accept the franchise as presented and that the City Council ask the Public Utilities Commission to send a representative to a postponed meeting of the Gas Franchise Committee, which is composed of the City Council and representatives of the Penticton Board of Trade, the Penticton Ratepayers' Association, and the Junior Chamber of Commerce, to explain and clarify the various clauses of the agreement which are not presently clear to certain members of the said gas franchise committee.”

Hope was expressed by Mayor Oscar Matson and members of council that a spirit of co-operation would exist at this session, so that the best interests of the city and taxpayers might be served.

Impulse Buying Adds To Market Problems, Says Loyd

System of modern merchandising with its program of volume movement which, in turn, is largely dependent on the eye appeal of the commodities and the impulse buying of the housewife was explained in some detail by A. K. Loyd, president of B.C. Tree Fruits Ltd., in his annual report to the BCFGPA convention at Kelowna.



A. K. LOYD

Mr. Loyd, who has presented 20 reports to conventions of the BCFGPA, declared, “requirements become stricter and any margins of error which would affect volume become most important to those charged with store purchases.”

He told delegates that while it is not easy to reduce production costs, some results have been achieved in lower cost for packages and for some orchard operations.

“The charm of our own fruit valley lies to a great extent in small holdings,” Mr. Loyd continued, “and here it might be suggested that some consideration might be accorded the possibility of amalgamating some of the costs of operation with heavy equipment, by arrangement as between neighbors, thus mutually reducing overhead.”

He noted that considerable acreage will shortly be available and competitive from newly developed irrigated areas in Washington State. “None of these items can be



A maid of honor is a girl who is busy at the wedding looking for other prospects.

West's Approach To Middle East Wrong, Speaker Tells Canadian Club Here

If the Western world hopes to convince the vitally strategic Arab world that the former's “democratic way of life” is better than any other, and in particular better than the Communist way of life, westerners will just have to stop telling everybody from Egypt to Pakistan how wonderful life is in Europe and North America. Westerners must also make the gap between what they practice and what they preach a good deal smaller than it is at present if they hope to swing Middle East public opinion their way.

“This is the crux of the problem that the West must face if it hopes to ‘save’ the Middle East and the Arab World from the so-called perils of Communism, according to Brigadier Cyril Quilliam, London Times correspondent in the Middle East, and a man who has had over 30 years military and journalistic experience in Arab countries.

Brigadier Quilliam expressed the foregoing views in a stimulating address to the Canadian Club on Monday night, under the topic “The changing scene in the Middle East and North Africa.”

The speaker mentioned that a battle is actually taking place now between the East and the West, in which the West is decidedly on the offensive. It is a psychological battle, however, and the speaker felt that we are falling down badly in our approach to the democratic point of view.

The Middle East, and all of North Africa and southern Asia for that matter, is a worried part of the globe. The former region has close to 50,000,000 people to

support in eight countries, and very little wealth, both material and moral, with which to do this supporting.

The older generations in this part of the world are pretty well aware of the West's good intentions, said the speaker. But the younger generation, particularly the new young intellectuals, have no such feelings towards us.

The old friendship has gone, yet all the West sends them in their attempt to regain this vanished respect and acceptance of moral lead-

ership is a multitude of comic books, blonde movie stars, brutal stories in the films, soft drinks and neon lights. This is the only manifestation of western culture that the Arab youth is made aware of, yet the West still hopes to impress the Arab of its superiority to such materialistic dogmas as Communism.

Brig. Quilliam emphasized very strongly the fact that even the lowliest Arab peasants have a far greater knowledge of the world than one would expect — in many

ways, even than the average knowledge of the Egyptian coffee house owner in any part of the world on its short-wave radio, the great powers, including Russia, broadcast in Arabic.

Egyptians wanted as the best education in the world are the children of the Middle East. They are the most influential and highly populated, the richest and the best press of all the nations of the world. (Continued on Page Six)

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The Women's Page

SOCIAL EDITOR

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MR. AND MRS. ROBERT LEE ABBEY

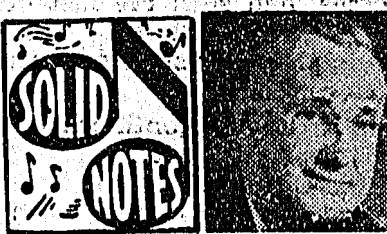
Mr. and Mrs. Robert Lee Abbey Go To Montreal Following Mid-Winter Nuptials Here

A honeymoon in Vancouver for Mr. and Mrs. Robert Lee Abbey, principals in a wedding here on January 4, preceded their trip to Montreal where the groom, a McGill University student, is with the Faculty of Dentistry. The bride is the former Miss Margaret Florence Hughes, daughter of Mrs. T. R. Hughes, of this city, and the late Mr. Hughes, and the groom is the son of Mr. and Mrs. Lee E. Abbey, also of Penticton.

Rev. Ernest Rands officiated at the pretty 8 p.m. double-ring ceremony held at the home of the bride's mother who gave her in marriage. She was lovely in an original model gown of French satin in pale honey rose. A molded torso featuring long

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Nurses' Valentine Cabaret Dance Here February 14

Members of the Penticton Chapter Registered Nurses' Association have completed plans for their annual Valentine Cabaret Dance to be held in the Incola Hotel on February 14. Music will be by the Okanagan Orchestra and tickets are now available from any member of the association.

Other business on the agenda at the well attended monthly meeting held in the lounge at the Nurses' Home under the chairmanship of vice-president, Mrs. Evelyn Rainbow, centered around many plans for the forthcoming annual provincial meeting to be held here.

Representatives from R.N. Chapters throughout the province are expected to attend the session to be held in the Hotel Prince Charles on May 26, 27 and 28.

Following adjournment of the meeting a very interesting program included the showing of the film "On by Jupiter" and an address by Gordon C. Halcrow, member of a local law

Spring Flowers, Soft Music At B.P. Women's Club Tea

In contrast to the wintry afternoon, spring flowers and nosegays on tea tables lent a gay note and soft music, an atmosphere of cordiality, when members of the Penticton Business and Professional Women's Club entertained at tea on Saturday afternoon in the Canadian Legion Hall.

Mrs. Juan Puddy, the club's president, welcomed the many guests who patronized this first tea in the new year—an annual event which the members anticipate with pleasure. Mrs. H. B. Morley was in charge of ticket sales at the door and tickets for the door prizes. The draw for the latter was made at the close of the tea.

In keeping with the club's color of yellow and green, the beautifully appointed tea table was centered with an artistically arranged bouquet of yellow mums, fern and heather, flanked on either side by tapered in yellow in silver etched crystal candle holders to match the flowery bowl.

Mrs. C. Oscar Matson presided over the tea table with Alderman Elsie MacCleave, followed by Mrs. Guy Brock, Mrs. A. H. Frazer, Mrs. Nell McElroy, Mrs. D. H. Tully and Mrs. J. H. Lawrence. Mrs. W. A. Rathburn, who was responsible for the attractive tea table, centered each guest table with a diminutive nosegay in pleasing colors and made the stage attractive with palms and ferns kindly offered by Clara's Penticton Flower Shop for the occasion.

From the stage, music was provided by Harris Music Shop, who generously loaned the club a record player for the event. Miss Hettie Parlin supervised the plates of dainty sandwiches and confections served to the guests by club members under the supervision of Dr. Emma Thompson.

Miss Grace d'Aoust was in charge of selling the bulbs and plants, which proved to be a popular attraction. With a view to those who purchased the bulbs deriving the full pleasure from the blooms, the bulbs were sold in the early bud stage and Miss

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Faith Rebekahs Install Officers

SUMMERLAND—Mrs. Frank Bennisson was installed as noble grand of Faith Rebekah Lodge, No. 32, at a largely attended meeting on Wednesday evening. Installing officer was Mrs. Lina Cutler, Penticton, district deputy president, assisted by Mrs. Ira Betts, deputy marshal and eight members of Redland Rebekah Lodge, Penticton.

An interesting part of the evening's ceremonies was the presentation by Mrs. Wm. Hack to Mrs. J. H. Dunsdon of a past noble grand's jewel.

Other officers installed were: Mrs. F. W. Downes, vice grand; Miss May Howard, recording secretary; Mrs. E. G. Gillespie, financial secretary; Mrs. Walter Bleasdale, treasurer; Mrs. Reg Kersey, junior past grand; Mrs. Earle Inglis, warden; Mrs. Lois Reid, conductor; Miss M. Morrell, color bearer; Mrs. C. Denike, chaplain; Mrs. H. R. J. Richards, inside guardian; Mrs. J. H. Dunsdon, outside guardian; Mrs. J. Brown, right support noble grand; Mrs. K. Blagborne, left support noble grand; Mrs. R. Desilets, right support vice grand; Mrs. A. Larrett, left support vice grand; Mrs. Marvin Henker, pianist.

Mrs. R. I. Cornish was convener of the refreshment committee serving a delicious supper to conclude the evening.

Jack Christian and son Johnny returned to their home at Savona on Monday after accompanying their uncle, John Christian, of Mallardville, to Penticton where he will take up residence. The latter Mr. Christian is the father of Frank Christian, of this city.

Mr. and Mrs. Carl Nerby left by plane for Los Angeles where they will visit their daughter, Miss Carol Nerby, and other relatives and friends. While away for the next several weeks they are planning to include visits to other centres of interest during their holiday travels.

Mrs. E. W. Unwin and Mrs. Lily Street left yesterday to travel together to spend holiday visits at the coast. Mrs. Unwin will stay in Vancouver as a guest at the home of Mr. Unwin's mother, Mrs. H. G. Unwin, and Mrs. Street will go to Victoria to visit her mother, Mrs. L. Amos.

firm, on "The Importance of Wills." A lengthy discussion following Mr. Halcrow's address clarified many points of misunderstanding on the part of the audience.

Maple Leaf Circle Of Women's Federation Holds Monthly Meeting

Mrs. Gordon M. Clark, newly elected president of the Maple Leaf Circle to the Women's Federation of the Penticton United Church, occupied the chair at the monthly meeting held on Thursday at the home of Mrs. Warren Halls.

Yearly reports were submitted tentative plans were made for the forthcoming year's activities and arrangements finalized for catering to the annual AOTS banquet to be held in February. Mrs. E. W. Unwin and Mrs. Clark will co-convene the latter.

Mr. and Mrs. Tommy Walker and Janice were weekend visitors in Kelowna to attend the golden wedding anniversary celebrations of Mrs. Walker's parents, Mr. and Mrs. J. E. James, pioneer residents of the Orchard city.

Mr. and Mrs. Fred Kay were dinner hosts on Sunday entertaining for Jack Christian, of Savona.

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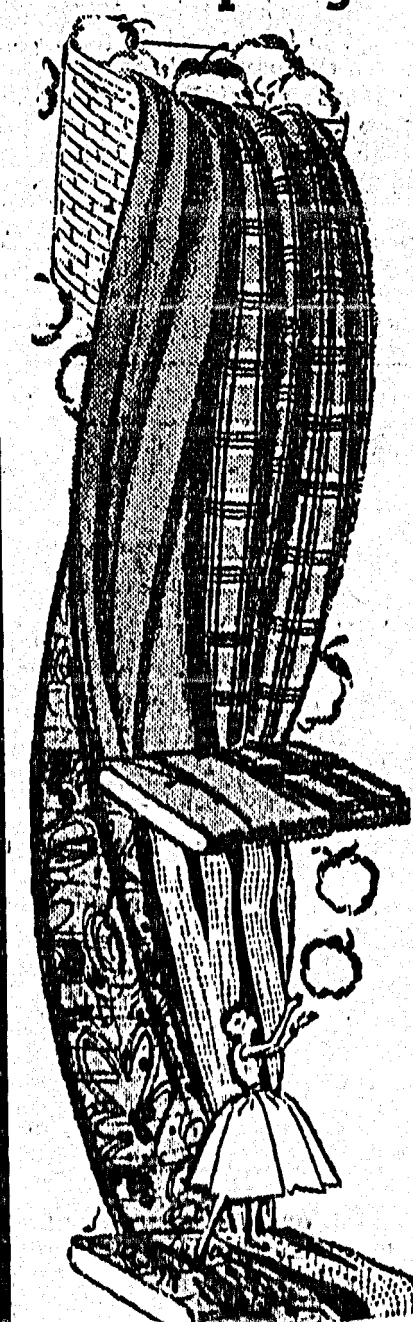
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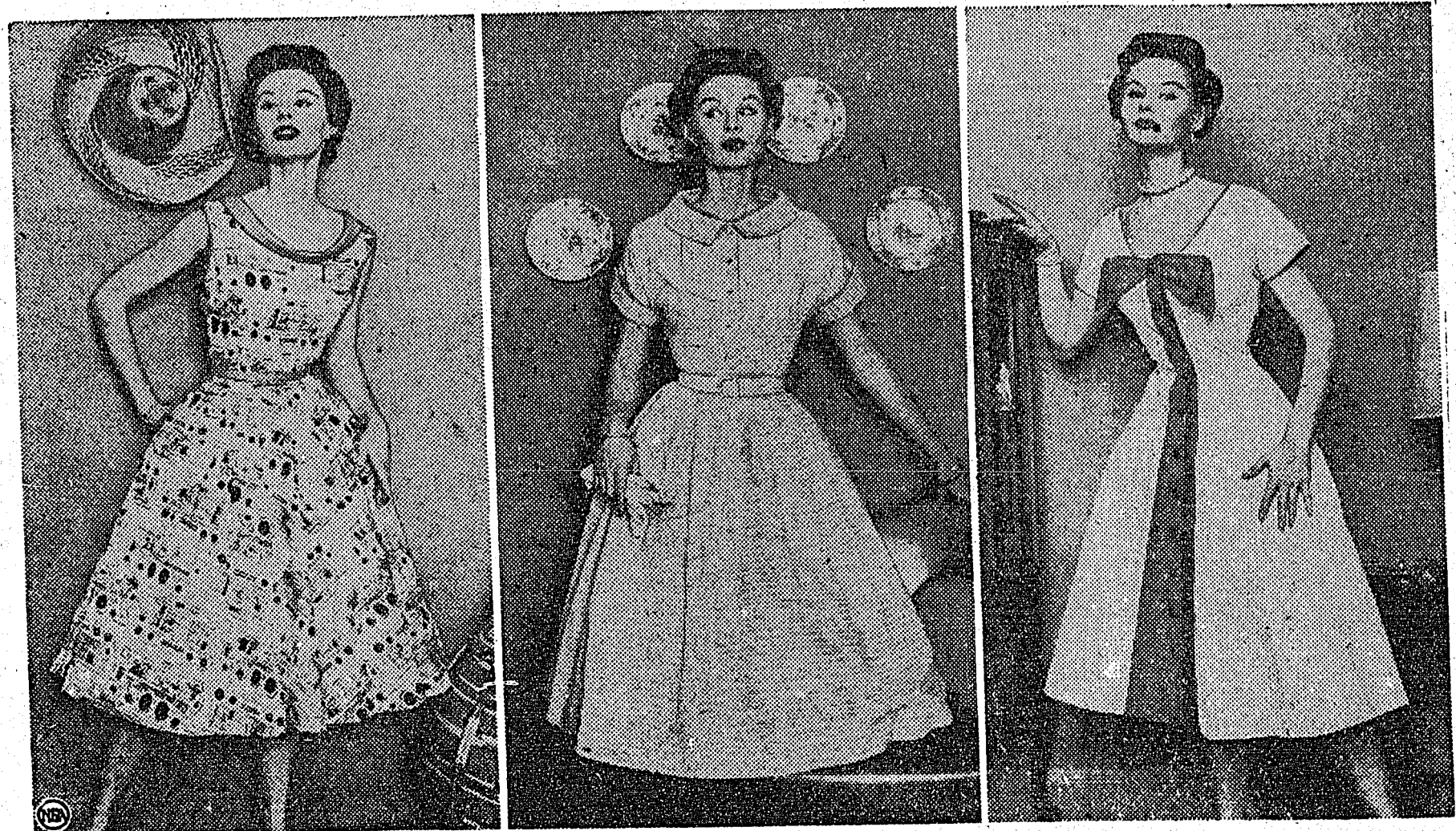
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H-Line Is Kept Youthful Looking



Train motif is used (left) for this junior cotton with stand-away collar and low-cut back. Wide, spreading collar is seen (center) striped cotton with wide, unpressed pleated skirt. Princess dress (right) gains elongated look through use of black bow and full length closing against background of floral jacquard woven cotton. All three designs are by Helen Whiting.

BY GAILE DUGAS

NEW YORK — The long-torso look, developed in Paris, interpreted by American designers and apparent in resort collections, is present in junior cottons, too.

This lean silhouette with raised bustline, slim midriff and low hip line is handled in several ways for the junior figure. Us-

ally, it's coupled with a wide, spreading skirt and thus is kept young-looking.

Even though the necklines frequently rise high in the front, they go low in the back. The deep V is used most often but the U cut is evident, too. There are narrow shoulder straps set

on square-cut necklines and lots of neat, flat, standaway collars.

Princess lines and empire seaming are particularly good in junior fashions. But the long-torso theme is developed in other ways. Hip banding, gathered fullness and flounces set low are all ways of achieving the elon-

gated line. Pleated skirts, notably permanently pleated cottons, fan out from long, molded tops. Cotton prints are gay and amusing, take their cue from marine life, sea shells, commuters' trains, newspaper print. Colors shimmer, paling from the very bright to the delicate Victorian shades, including a whole range of mauve and lilac.

Queen Mother Is Herself

BY ALICIA HART

A woman who's grown has the wonderful right to dress as herself. No need to give in to unbecoming fads or fashions. She knows her good points — and limitations — and can dress to them.

A good case in point is Queen Mother Elizabeth. Her short trip to this country left behind a shower of adjectives in the press — gracious, royal, kindly, lovely. No young woman aspires to these descriptions. They are rightly due a mature woman who cares for herself.

The Queen Mother's daughter wisely dresses to delight her world-round public. A Queen, and every inch one — slender style-wise and regal. But the Queen Mother strikes a satisfying balance between her mother-in-law, who dressed forever as she had as a bride, and her daughter, who knows she sets styles for a nation.

Gray satin and silver fox. No young woman could have carried off such a costume on a foggy fall afternoon. No one would dare call her youthful. It would be an insult to this picture of mature grace in full-length gloves, pearls and a warm smile.

She dresses her way. It is neither fashionable, nor out-of-date. It is perfect for her job and position. She feels at ease and suitably dressed in the clothes she has selected. This might be a touchstone for the mature woman who alternates uncertainly between the dowdy and the too-youthful.

QUICK VEGETABLE SOUP

- 1 cup milk powder, whole or skim
- 4 cups water
- 3 tablespoons butter
- 1 tablespoon flour
- 2 cups grated raw vegetables (potatoes, turnips or carrots)
- 1 (8 ounce) can whole kernel corn
- 1 tablespoon diced onion
- 2 teaspoons salt
- 1/2 teaspoon celery salt
- 1 1/2 tablespoons diced green pepper

METHOD

1. Sprinkle milk powder over water in a bowl. Beat until milk powder dissolves.
2. Melt butter, blend in flour, and add milk, stirring constantly until mixture comes to the boil.
3. Add vegetables and cook 10 minutes. Add seasonings and serve immediately.

The United States Army Air Force at its peak during the Second World War had 43,248 combat aircraft.

Kiernan

(Continued from Page One)

tish Isles market must be for all of us a source of considerable satisfaction. The purchase of steel rails for the PGE is, in my opinion, associated with this reopening of the market. This rail order undoubtedly had some influence with those people in the Old Country who control the release of currency for dollar purchases. As to the future prospects of B.C. apples on the European market, it might be fair to remark that the PGE will, in the foreseeable future, require considerable tonnage of additional steel rails, not only for replacement work but for extension in the Peace River block as well.

The extension of this railway coupled with the construction of the natural gas pipeline from the Peace River block to the west coast will herald an industrial boom I sincerely believe of greater magnitude than anything we have previously witnessed in B.C. This, of course, has a direct bearing on the Okanagan for the greater the industrial expansion we have in this province, the better the home market becomes for our agricultural produce, and the less dependent we are on markets outside of the country.

I think in many cases we do not fully appreciate the importance of this home market, and I believe we would be well advised to give it the very best attention. We must, at all costs, avoid any tendency to supply to the people right here in the province anything less than the best, merely because they are handy and will likely buy from us anyway.

The question of crop insurance is one that opens up a tremendous field of discussion and exploration. I am sure the committee of your association which has studied this problem is better equipped than I am to set before you some of the ramifications of organized income protection through the media of crop insurance. It would seem, however, that such a scheme is most practical when set up within the organization, or organizations, dealing with specific commodities, financed by an agreed levy on the sale of those commodities, and administered by the growers own representatives within the general framework of recognized sound business procedure.

If, at any time, the fruit industry or any other section of the agricultural economy is confronted with a set of circumstances of such magnitude that it is in itself entirely unable to cope with, I am sure you will find your government only too willing to do everything in their power to assist the industry over the rough spots.

Some concern has been expressed in regard to the quality of produce being offered to the public on roadside stands throughout the fruit growing areas. I would venture to suggest that this organization could perhaps give consideration to providing to those premises that do come up to the acceptable standard, some official sign or emblem of suitable description which would set out the stand as an operation of merit. It should not be too long before the emblem would be associated in the minds of the general public with a quality product, and would, I believe, tend to encourage most operators to strive for this recognition.

We must, however, at all costs guard against narrow sectionalism in our thinking and realize that in broad, general terms, the action we in agriculture take will be based on the general good of the people of this country as a whole. In the past year we have taken certain steps to make our own Provincial Marketing Board a more effective unit. Additional steps will be taken in the coming year to further enlarge and coordinate this operation. Other changes and re-assignment of personnel will be made from time to time to make the Department the most effective instrument we can design for the service of agriculture in this province.

In order to broaden the services offered in this valley our Mr. King will be specializing in the vegetable production field. There is no question that additional attention should be paid to this important branch of Okanagan agriculture, for any expansion we can obtain in this field will broaden the economic base of the Okanagan. We are also arranging to provide greater service to the grower and nurserymen by field identification of varieties, etc. Mr. Christie, with assistance from the other members of the horticultural staff, will be responsible for this work.

We will announce other aids to agriculture in due course. I trust that your deliberations during this convention will be amiable and successful and that the coming year will be one of good crops and good markets.

The school child's box lunch should contain one third of the day's nourishment. Wholegrain bread sandwiches with meat, fish, egg, cheese or peanut butter will supply a good basic feature of the meal. Hot soup or milk carried in a vacuum bottle will help to make a balanced meal, if raw fruits or vegetables are also included.

Hal Gordon Gets First Shut-Out As Vernon Canadians Smother Listless Kelowna Packers 7-0

VERNON — Canadian's Goalie Hal Gordon joined the OSAHL's shutout brigade here as his team-mates waltzed through Kelowna Packers for an effortless 7-0 victory that sent Vernon into sole possession of second spot.

Gordon, last of the leagues' goalies to register a goose egg, will probably never have another as easy. He handled only 16 shots all night, nearly all of the routine variety, while Canadians fired 26 tough chances at Bob Lalonde and might have made it a more complete rout with a few more breaks.

Packers were a listless, impatient club all the way, particularly in their own zone where the home team hemmed them in for what seemed minutes on end.

Canadians weren't much better in a dull, scoreless first frame but shook off their lethargy to pour four pucks past Lalonde in the second and three more in the windup period. Sherm Blair fired two goals and added an assist while Brian Roche picked up a goal and two assists. Singles went to Willie Schmidt, Frank King, Johnny Harms and Odie Lowe. Referee Bill Nelson had an easy game to handle assessing three minors to Kelowna and two to Vernon.

First Period — no scoring, penalties — Schai Lavell.

Second Period — 1, Vernon, Blair (Steyk, Roche) 6:25; 2, Vernon, Schmidt (King, Steyk) 10:52; 3, Vernon, Roche (Agar, Blair) 11:52; 4, Vernon, Blair (Agar, Roche) 19:21. Penalties — Schai, Lavell, Middleton.

Third Period — 5, Vernon, King (Bidoski) 2:48; 6, Vernon, Harms (unassisted) 7:39; 7, Vernon, Lowe (unassisted) 13:25. No penalties.

P-TA News

First meeting of Carmi P-TA, held January 13, was attended by 25 members, with E. A. Tyhurst in the chair.

In an effort to provide all possible assistance to Carmi School, a committee was formed consisting of Mrs. P. Collier, Miss Sheila Tapley and Mrs. D. Gillespie. Following the business meeting an amusing film called "By Jupiter" was shown. It illustrated what a little politeness can do in everyday life if people just stopped and thought a second before speaking after having felt annoyance.

Next P-TA meeting will be held February 17 at 8 p.m. in the Activities Room. All members are urged to attend as a very interesting panel has been arranged on "Child Delinquency." Taking part will be Reverend Samuel McGladdery, Judge M. M. Colquhoun, Probation Officer H. W. Jackson and Welfare

Officer Alex Inch. Elementary School Principal D. P. O'Connell will be moderator.

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The MATURE PARENT

Demanding Submission From Grown Child Is Unreasonable

By MRS. MURIEL LAWRENCE



When Tina was six, pocket-books were given to her and her little sister. She was pleased with her blue one until she found that Ella's red one contained the larger mirror. She demanded an exchange. Refused, she threw hers into the fireplace, flung herself on the floor and began to scream.

As Tina's mother feared her "temper", she rushed to the scene. Discovering its cause, she did not say, "No, you cannot have Ella's property. However, if you dust the ashes off your pocket-

book and come upstairs, I will give you a fine, large mirror."

Instead, she took her younger child aside and asked her to be a "Peacemaker". And Ella, correctly interpreting this as an order to surrender her pocketbook, finally did so.

As a result of many similar experiences, Tina's ability to reason is retarded. Though now a mother in her forties, she is still as disinterested in the justice of her demands on others as she was when she demanded Ella's pocketbook.

This disinterest has recently been the source of much unhappiness in her daughter. At 23, she believes she's found the man she wants to marry. Tina thinks she hasn't.

Over and over for months now, her daughter has tried to explain her reasons for her point of view. But quite literally, her mother cannot listen to them, much less think about them.

As for years, she has succeeded in disposing of any opposition by a fit of accusing bad temper, she knows of no other way to deal with her child.

This is, of course, a demand for submission.

If it is not granted, Tina will suffer great anger, humiliation and discouragement over herself. But never will it occur to Tina that her demand for such submission from a grown child is both unreasonable and unjust.

I wish it would occur to her. For we really cannot permit our self-satisfaction to depend on other people's decisions to submit or not to submit to us.

The demand for it does not come from Tina, but from fear in her training.

For as children we look to our parents to judge between our just and unjust demands. If they are granted to us, regardless of their justice, we do not learn to test the morality of what we want from others by our own developing reason. Instead, we have to seek all our self-satisfaction in others' submission to us.

Someone will refuse it sooner or later, and our self-satisfaction will topple.

Interest and service charges on the federal public debt amount to about \$10,000,000 a week.

WE WANT TO KNOW

The Herald Circulation Department is very anxious to know immediately if, for any reason whatsoever, you fail to receive a single copy of your paper. Steps will be taken to first get a paper to you as quickly as possible and then find the reason why you were missed.

The boy or girl who delivers the Herald to your door is one of 40 carriers who quickly and efficiently rushes the papers from the Herald presses to your home. . . they are, young business people who are ready and willing to do a good job and they are just as anxious as we are that you don't miss a single copy. Usually we find that they are not aware of it when they fail to complete a delivery. It is, then, only through you advising the Herald Office that we, in turn, can help the Carrier involved, and make sure you receive every single copy without fail three times each week.

The same applies to mail subscribers who miss copies of the paper . . . clerical errors, incorrect addresses, or wrong spelling of names can quickly be remedied when you phone the Herald circulation department.

If you are not a regular Herald subscriber then Phone Circulation Manager Stan Taylor at the Herald, Phone 4002, and he will arrange for regular delivery immediately.

Penticton Herald

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PENTICTON, British Columbia

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Penticton Herald

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Vancouver Representative: L. C. Way & Associates, 207 West Hastings St.

BIRTHS

SHAW — Born to Mr. and Mrs. George Shaw, in Penticton Hospital, January 15 1955, a son. A brother for Colleen, Donna and Kelly. Weight eight pounds and eight ounces.

IN MEMORIAM

WILLIAMS — In loving memory of a dear father and grandfather James Charles Williams who passed away January 17th, 1953.

You were taken without warning, Your going left our hearts filled with pain. But though you are gone from among us, In our hearts Dad, you will always remain.

— Daughter Bernice, sons Lester, Gordon and families.

CARD OF THANKS

We wish to thank all our friends and neighbors, doctors and staff at Penticton Hospital for their kindness to us during the illness and death of a dear father Jonas Feather.

Mr. and Mrs. James Slater, Mrs. Ethel Bradburn and families.

ENGAGEMENTS

Mr. Albert Tirmms wishes to announce the engagement of his daughter Nancy Marie to Mr. David Samuel Smith of Penticton. The wedding to take place in the Penticton United Church on the 19th day of February 1955 at 4:00 p.m.

FOR RENT

ROOM and board available. Phone 3214. 7-9
HOUSE for rent on Van Horne St. Phone 2336. 7-8
FURNISHED three room suite and bathroom, central. Available February 1st. Phone 2172.
TWO large housekeeping rooms arranged as suite. Private entrance. 114 Cossar Ave.
OFFICE for rent, \$50 per month. 320 Martin St. opposite Prince Charles Hotel, phone 3509. 7-9
NEW modern two bedroom house in West Summerland, electric heat, hot water and stove. Fully insulated, storm windows through out, hardwood flooring. Two minutes walk from business section. Phone Summerland 2436. 6-8
TWO separate furnished housekeeping rooms. Phone 3718. 6-4
SMALL furnished suite, self-contained. \$45.00 monthly. Phone 3009, 116 Wade Ave. West. 4-4
FOUR room self-contained furnished suite, nicely decorated, frig, electric stove, oil heat. 328 Nanaimo Ave. West. Phone 5726. 3-4
RENT an 8 mm Home Movie Show 50c. Comedies, Cartoons, Adventures. Stocks Camera Shop. 63-13-4
FALL and winter rates are open now for family. Mount Chapaka Auto Court. Phone 2703. 36-4
TWO bedroom duplex type cab-in clean, bright, comfortable electric stoves, frig., central hot water heating, all supplied. Winter rates less than rent of four room house. Phone 4221. 46-4
REVERLEY HOTEL Accommodation in the heart of Victoria in a good class hotel at moderate rates. We take care of transient and permanent guests. Housekeeping rooms available. Television in our comfortable lounge. 724 Yates St., Victoria. Phone G6611. W-7-4
WE RENT MOVIE PROJECTORS 8 mm and 16 mm, also 35 mm slide projectors. Stocks Camera Shop. 63-13-4
ROOM for rent, centrally located. 358 Ellis St. Phone 3043. 51-4
COMFORTABLE furnished suite, kitchen, sitting room, bedroom, oil heat, electric range and frig. Reasonable. Phone 3109. Quadra Auto Court. 55-4

FOR RENT

NICE clean housekeeping rooms, by day or month. 1003 Main St. Phone 4085. 1-4
ELECTRIC cement mixer on wheels. Phone 2823. L. G. Smith, 419 Edmondson Ave. 57-13-4
LARGE unfurnished double room private entrance, for business girl. 589 Main St. 4-4
UNFURNISHED large three-room suite with bath, central. 689 Ellis St. 6-4
TWO bedroom suite, very centrally located. Phone 5342. 52-4
LARGE two room suite for winter rental. Apply Peach City Auto Court. W-45-4

FOR SALE

BUSINESS block comprising 3 small stores and two apartments \$18,000. Located on Westminster Ave., West. Revenue better than 10% on investment. F. C. McNeill Phone 3012. 6-8
1951 MERCURY half-ton truck \$795. Phone 2546. 6-8
For Better Values Buy O.K. Guaranteed USED CARS at 160 Main St. GROVE MOTORS LTD. 100 Front St., Penticton, B.C. Dial 2805
Chevrolet - Oldsmobile Chev. Trucks 6-13-4
TWO bedroom N.H.A. home in new sub-division, automatic heat, new view lot. Phone 3984. 1-4
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WINE Chester-bed and chair \$45. Phone 3730. 1-4
PICTURE FRAMING Expertly done, reasonable prices. Stocks Camera Shop. 63-13-4
FERGUSON Tractors and Ferguson System Implements Sales - Service - Parts. Parker Industrial Equipment Company, authorized dealers - Nanaimo and Winnipeg, Penticton. Dial 2839. 17-4
"GOODWILL" Used Cars—Why pay more — Why take less? — For Real Value and Easy terms phone or write: Howard & White Motors Ltd. 2 phones to serve you — 5666 and 5628. 50-13
IT'S DANGEROUS Yes, it's dangerous to drive around on smooth, badly worn tires. DON'T TAKE CHANCES! Have those tires re-treaded now. We use only the finest Firestone materials, and back every job with a new tire guarantee. PENTICTON RETREADING & VULCANIZING LTD. 52 Front St., Penticton, B.C. Phone 5630 11-4
DELICIOUS, Wagner, Newton apples, \$1.00 per box delivered. Box A8 Penticton Herald. 3-8
SLABWOOD — Sawdust—Applewood. Our prices are right. O. C. Reid, 1750 Main St. Phone 4012. 7-9
TEAM of blacks, log harness, spreaders, tongs, all good. \$300. D. Hedland, Bridesville, B.C. 7-8
ROASTING chickens 4 to 6 lbs. \$1.50, phone 4061. 7-8

FOR SALE

MIXED meadow hay for sale, 100 tons. B. Allison, Box A16, Keremeos, B.C. 7-9
LADIES white figure skates, like new, used only twice, size 6 1/2, phone 2753. 7-8
LOT for sale, 207 Maple Street. Apply John Bendig. W-7-2
5 ACRE orchard, one mile south of City Centre, no buildings. Apply Box K-7 Penticton Herald. 7-4
ENGLISH hunter, bay gelding 15.3 hh, 8 years old for sale. Of outstanding confirmation \$200. Registered. Phone Chilliwack 6704 after 6:00 p.m.
KROMHOFF FOR TURKEYS Largest producer day old poults, 3 breeds to choose from. Separate hatchery for chicks, ducklings goslings. Address all letters to: Kromhoff Turkey Farms Ltd., R.R. 5, Westminster, B.C. Phone NEWTON 400. W-7-22
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SPECIAL on Bed Lounges, smart colours, lovely styles. Priced from \$69.50 up. Large selection of covers, double spring construction. GUERARD FURNITURE 325 Main St. Phone 3833 5-4-4
OR TRADE — Dealers in all types of used equipment; Mill, Mine and Logging Supplies; new and used wire and rope; pipe and fittings; chain, steel plate and shapes. Atlas Iron & Metals Ltd., 250 Prior St., Vancouver, B.C. Phone Pacific 6357. 32-4
GLIDDEN — WONDER PAINTS Spread Satin and Spread Gloss. Frazer Building Supplies Ltd. 250 Haynes St. Dial 2940 52-13
NETTED GEMS potatoes for sale in ton lots, 100 or 50 pound sacks. Armstrong 3732 or write Charley Harris, RR 3, Armstrong, B.C. 60-4
FOUR bedroom stucco home, newly decorated 220 wiring, electric hot water. Immediate possession, terms. 1189 Kilwinning St. Phone 5370. 4-8
FOR Better Leghorns — buy your chicks from the source, a breeding farm. Every egg set comes from our own wing banded stock to produce Derreen chicks. DERREEN POULTRY FARM LTD., SARDIS, B.C. 62-4
FOUR acres near new highway, West Summerland. Cherries, apples, peaches and apricots. Good varieties. Box H-5 Penticton Herald. 5-7
GOOD AS NEW SEWING MACHINE For Sale or Rent Phone 5214 mornings or evenings or call at 400 Bennett Ave., Penticton. 5-7
ONE used Oil freight elevator, one ton capacity, good condition, one 11x12 ft. walk-in produce cooler with refrigeration unit. One 6x8 walk-in cooler, no unit. Several used sectional or hot water radiators. Call at Kenyon and Company, Contract Division office, 1531 Fairview Rd. or phone 4145. 5-7
HAY FOR SALE ALFALFA and meadow \$15 per ton and up. Twin Lakes Ranch. 5-7
VENETIAN BLINDS The finest in all types of Venetian Blinds. We measure and install. Phone 3036. MC AND MC (PENTICTON) LTD. 35-4
GOOD WILL USED CARS and Trucks, all makes Howard & White Motors Ltd. 2 phones to serve you — 5666 and 5628. 50-13
SEVERAL good used furnaces and blowers. Phone 4020 or call at Pacific Pipe & Flume. 67-4

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BRIGHTEN your home for the festive season. A wonderful selection of fine quality lamps. Modern, classic, traditional, plastic or bullet styles. All colours, reasonably priced. GUERARDS FURNITURE 325 Main St. Phone 3833 5-4-4
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GENUINE General Motors Parts and Accessories for all General Motors cars, and G.M.C. trucks. Dial 5628 or 5666, Howard and White Motors Ltd., 496 Main St. 59-13

WANTED

WARM housekeeping room, quiet home, ground floor, by lady. Phone 4574. 6-8

ACTIVE interest in business for motel agreement of sale, valued at \$25,000. Box A-58 Penticton Herald. 58-13

WIDOW, early fifties desires housekeeper job. Box J-6 Penticton Herald. 6-8

WANTED to rent — 3 bedroom home, preferably close to school. Require possession approximately March 1st. Box E-5 Penticton Herald. 5-7

RELIABLE middle-aged man urgently needs work of any kind. What offers? 60c per hour. R. Peck, 48 Westminster Ave. E. or Box B-3 Penticton Herald. 3-15

POSITION is open for manager of Fruit Packing House in Kootenay Valley, apply with references to Secretary, Creston, Co-operative Fruit Exchange, Creston, B.C. stating experience and salary expected. 4-7

PRUNING, small lots in town. U. Schinz, Phone 2440. 6-4

PAINTING and decorating wanted by the hour. First class workmanship, experienced painter. Phone 4397. 40-4

PICTURE framing expertly done, reasonable prices. Stocks Camera Shop. 52-13-4

TOP Market prices paid for scrap iron, steel, brass, copper, lead etc. Honest grading. Prompt payment made. Atlas Iron & Metals Ltd., 250 Prior St., Vancouver, B.C. Phone Pacific 6357. 32-4

EMPLOYMENT AND CLAIMS OFFICER \$2490-\$2880, for the Unemployment Insurance Commission. One vacancy at Penticton at present. Full particulars on posters at office of the National Employment Service and Post Office. Application forms, obtainable thereat, should be filed NOT LATER THAN JANUARY 31 with the Civil Service Commission, 6th floor, 1110 W. Georgia St., Vancouver 5, B.C.

RELIABLE girl would like a job looking after an elderly couple or person. Box C-7 Penticton Herald. 7-8

FOR expert piano tuning, your Heintzman Dealer, Phone 9609 and 2894. Harris Music Shop. W-7-4

COMING EVENTS

REDLAND Rebekah Lodge Valentine Tea, Saturday, February 12th, Legion Hall. W68-13
EASTERN Star Tea and Bazaar Saturday, November 19th.
ORCHID DANCE Saturday, January 22nd, Legion Ballroom. First 100 ladies receive free orchid. 7-8
CONCORDIA Lutheran Ladies' Rummage Sale, Church basement 608 Winnipeg St., February 19th.

PERSONALS

DEL Johnson now barbering at Brodies, 324 Main St. Mrs. Salloway hairdresser, Phone 4118 for Beauty Parlor appointments 7-19
Offset losses USE THE GAINS THAT COME when you own INVESTMENT TRUST SHARES Phone 3106 J. D. (Doug) Southworth The Mutual Fund Man 42-4

PERSONAL Have you a relative or close friend who is hard of hearing? One to whom you would like to restore the pleasure of hearing, of being able to enjoy church, radio, theatre, music and conversation? Contact us today. We will be glad to assist in any way possible. CLIFF GREYELL audiologist 384 Main Street Phone 4303 65-4

ALCOHOLICS Anonymous—This is a positive and permanent release from drinking without cost or inconvenience. It is a personal and confidential service rendered by other alcoholics who have found freedom through Alcoholics Anonymous. Box "X" Herald 49-4

PERSONALS

IF Mrs. G. Christie, 445 Railway Ave., and Mrs. M. R. Jacobson, 277 Edna Ave., will bring one coat and one suit to the Modern Cleaners, we will clean them free of charge as a token of appreciation. THE LAUNDERLAND Company Limited Main St. Penticton Dial 3126
Are you a Launderland Dry Cleaning Customer? Watch this column. PRIVATE money available for mortgages or discount of agreements for sale. Box G-7 Penticton Herald. 46-13-4

LOST AND FOUND

LOST: A pair of dark plastic rimmed tinted glasses near arena. Apply D-7 Penticton Herald

AGENTS LISTINGS

A REAL BUY One block from schools, 5 room modern home on corner lot for only \$6,300.00. Terms.

For orchards, auto courts, ranches, homes, large or small; also insurance at attractive rates contact: J. W. LAWRENCE Real Estate & Insurance 322 Main St. Phone 3867

LAKESHORE PROPERTY 140 ft. beach property. Small 4 room bungalow. Black top road. Full price \$5,850.00.

VALLEY AGENCIES C. (Neil) Thiessen REAL ESTATE & INSURANCE 41 Nanaimo Ave. E. Penticton Bus. Ph. 2640 Res. 3743

CLOSE TO BEACH 3 BEDROOM MODERN HOME Living room, dining room, kitchen, on three lots with garage, some fruit trees. An excellent buy at \$8,700.00 or will consider smaller type home in trade.

BRAND NEW HOME Excellent home and location. Large rooms and closets. Hardwood floors, beautiful kitchen, full basement, furnace, plastered, stuccoed. Terms. Price \$9,900.00.

4 STAR AUTO COURT 3 acres land, Main Highway, 9 rental units, separate living quarters. Store and gas pumps, also revenue from fruit. Plenty room for expansion. An exceptional buy with exceptional revenue. \$35,000 cash down.

HICKSON REAL ESTATE - INSURANCE 460 Main Street Penticton, B.C.

COMPARE THIS FOR VALUE Well built 6 room modern home, 3 bedrooms, double plumbing, fireplace, basement, oil furnace, wired 220, storm windows. Ideally located; for only \$8,000. Terms.

A REAL BUY Nice 4 room modern home, 2 bedrooms, located three blocks from Main St. Priced for quick sale at only \$8,950.

Contact McKay & McDonald REAL ESTATE LIMITED Phone 4284 376 Main St. Penticton, B.C.

A REAL CATTLE RANCH This spread is the type seldom for sale in this area. Over 2000 acres deeded land, 200 head cattle. Plenty of grazing land. Tractors and full line of equipment, two houses, barns etc. School bus to the door. Total price only \$70,000 with terms available.

QUALITY HOME Lovely three bedroom in excellent condition. Brand new. Top quality construction throughout. Only \$2300 down gives early possession.

PENTICTON AGENCIES LTD. Central Building Martin & Nanaimo Phone 5620

3.4 ACRES ORCHARD CLOSE IN Approximately 300 trees in all, good variety, also a modern house, sprinkler system, and 8 acres orchard alongside can be leased. Price \$8,000 with \$4,500 cash. Balance on terms.

WE HAVE A LARGE TWO BEDROOM HOUSE In Naramata on 90x100 ft. lot, half basement and work shop. Taxes only \$30 per year. Full price \$6,000, half cash.

LOYD READE REAL ESTATE 184 Main St. Phone 4802 or Call Mr. Swanson Evenings at 3655

FOR VALUE YOU CAN'T BEAT Home Furnishings 74 Front St. Dial 5707 20-10-4

LEGALS

AUCTION SALE Timber Sale X64218 There will be offered for sale at Public Auction, at 11 a.m., on Friday, February 18th, 1955, in the office of the Forest Ranger, Penticton, B.C., the Licence X-64218, to cut 1,310,000 cubic feet of fir, spruce and trees of other species on an area covering Lot 1458s, situated 3 miles South of Twin Lakes, Similkameen Division of Yale District. Ten (10) years will be allowed for removal of timber. "Provided anyone unable to attend the auction in person may submit tender to be opened at the hour of auction and treated as one bid." Further particulars may be obtained from the Deputy Minister of Forests, Victoria, B.C., or the District Forester, Kamloops, B.C. W-66-16

NOTICE TO CREDITORS

ARNOLD LANCASTER SATOW formerly of R.R. No. 1, Penticton, B.C. DECEASED.

NOTICE IS HEREBY GIVEN that creditors and others having claims against the Estate of the above Deceased are hereby required to send them to the undersigned executor at 626 West Pender Street, Vancouver 2, B.C., on or before the 7th day of March, 1955, after which date the executor will distribute the said Estate among the parties entitled thereto having regard only to the claims of which it then has notice.

DATED this 7th day of January, 1955.

THE FLOYD TRUST COMPANY Executor, By Messrs. Boyle and Atkins, Penticton, B.C. Its Solicitors. W-4-10

NOTICE TO CREDITORS

WILSON HUNT, DECEASED. Notice is hereby given that all persons having claims against the estate of the above deceased, late of Skaha Lake, Penticton, B.C., are to send their claims to the Executors at 455 Granville Street, Vancouver 2, B.C., before February 25, 1955, after which date the Executors will distribute the said estate among the persons entitled thereto, having regard only to the claims of which they then have had notice.

MARIE PHYLIS HUNT and THE CANADA PERMANENT TRUST COMPANY Executors By — McInnes, Washington, Hall-crow & Callaghan their Solicitors W-7-16

A. T. LONGMORE GENERAL INSURANCE AND REAL ESTATE Fire - Auto - Casualty 249 Main St., Penticton, B.C. Off. 5012 and Res. 3707 Complete Insurance Protection 35-10

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Campbell, Imrie & Company Chartered Accountants Board of Trade Building 212 Main St. - Telephone 2836

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Land For Golf Course Extension Available At \$1,000 An Acre

Solution to the golf course problem may be in sight it was revealed at Monday night's council meeting, when a committee report, containing details of a recent conference with P. E. Pauls, was presented and accepted.

The report states as follows: "P. E. Pauls interviewed the Land Sales Committee with regard to proposals which he has already made to the Penticton Golf Club involving certain land which he has purchased. He offers to sell the city 20 acres more or less at a price of \$1,000 per acre, which 20 acres would be required to complete a nine hole golf course, should the present portion of the golf course east of Railway Avenue be required for other purposes.

"The committee considers this price fair and recommends to council that it considers ways and means of acquiring this property at that price. The committee instructed the superintendent to have a tracing prepared of the area involved, also including the present site of the golf club."

There was no comment on this long had its eye on the property in question, but could never come to terms with the owners. Purchase of the area by Mr. Pauls opens the way for the extension of the course westerly, if financing can be achieved.

Among bylaws before City Council on Monday night were initial readings for the new increased-indemnity (upped to \$750) bylaw covering amounts to be paid to aldermen; and also for the road dedication of the former Roger Woodburn property.

A bylaw covering the control of parking near the Memorial Arena drew fire from Ald. H. G. Garrioch, who objected that members of the Parks Commission had provided themselves with privileged private parking spots near the building. Other members of council did not object, it being agreed to institute the measure.

Penticton fire hall reports no calls so far this week.

Today's Stock Quotations

Supplied by Southern Okanagan Securities VANCOUVER STOCKS

OILS Bid Ask Anglo-Can. 5.10 Central Leduc 1.75 Charter 1.80 1.90 Del Rio 1.45 1.55 Gas Ex. .73 .77 Gen. Pete "O" 5.90 6.25 Home 8.50 New Super. 2.90 3.15 Pacific Pete 11.25 11.50 Triad 5.50 United 1.15 Van Tor .42 .44 Yank. Princ. .70 .72

MINES Beaverlodge .76 .78 Bralorne 2.65 2.85 Cdn. Colliers 9.25 9.50 Cariboo Gold Q. .98 1.00 Estella .11 .12 Giant Mascot .53 .55 Granby 11.50 12.00 High Bell 43.45 Nat. Ex. 1.00 1.02 N.W. Vent. .46 .49 Quatsino .15 .16 Sheep Creek .73 .79 West Tung. 16.18

EASTERN STOCKS Open Last Abitibi 26 1/2 26 1/2 Aluminum 71 3/4 71 3/4 Asbestos 36 1/2 36 1/2 Bell Tel. 45 3/4 45 3/4 Braz. Trac. 7 3/4 7 3/4 B.A. Oil 28 B.C. Forest 9 1/2 B.C. Power 26 1/2 B.C. Tel. 45 Consol. Smelt. 30 29 1/2 Dist. Seag. 32 1/2 Famous Play. 27 1/2 Gypsum 55 Hudson Bay M. 53 1/2 Imp. Oil 37 1/2 Int. Nick. 56 1/2 Int. Paper 81 1/2 MacMillan 28 1/2 Massey-Harris 9 1/2 Noranda 80 1/2 Powell R. 40 1/2 Consol. Paper 66 1/2 Ford of Cal. 101 1/2

Total value of building in progress in London, England, is \$23,000,000.

Investment Diary

(for week ending 17th Jan. 1955) By NARES INVESTMENTS MARKET AVERAGES:

Toronto New York Industrials 376.75 388.37 Golds 81.77 81.77 Base Metals 161.65 Rails 137.83

SOME DIVIDEND DECLARATIONS: Rate Payable Bell Tel. of Can. 50 15 Jan B.C. Power Corp. 25 15 Jan Can. Gen. Invest. 27 14 Jan Can. Ind. Pfd. 93 14 Jan Can. Indus. 1954 Com. 15 31 Jan Can. Paper 37 1/2 28 Jan Can. Vickers 37 1/2 15 Jan Can. M&S 40 35 15 Jan Dom. Glass 20 1/2 14 Jan Dom. Steel & Coal 25 25 Jan Dupont of Can. Pfd. 93 14 Jan H. Walker-Gooderham 75 15 Jan McColl-Front. Pfd. 1.00 20 Jan M.L.I. Steel Car 37 1/2 15 Jan Nat. Steel Car 37 1/2 15 Jan St. Lawrence Corp. 50 25 Jan

BOND REDEMPTIONS: Abitibi P. & P. 4 1/2 1001 "Called" at 103% on 25th Jan. 1954. May be converted to common shares. Consol. Paper, 3 1/2 1007 "Called" at 101% on 1st Feb. 1955.

STOCK REDEMPTIONS, RIGHTS, ETC.: Aluminum Ltd. "Rights" issued on basis 1 for 10 old shares; Price \$46.00, "Rights" expire 31st Jan., 1955. Imperial Bank "Rights" offered basis 3 new for ea. 7 old shs. at \$32. "Rts" expire 3 May, 1955. Imperial Tobacco All 4 1/4 Pref. shs. "Called" for red'n. 1st Mar. at \$24.50.

1951 METEOR SEDAN Immaculate Runs like new \$1375

1951 PLYMOUTH SEDAN Exceptional car. Only \$1395

1949 DODGE COUPE Real value here \$995

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Next meeting of the Penticton Camera Club will be held on Friday at 7 p.m. at 375 Burns street. All members are asked to attend. There has been increasing interest in the development of a more active black and white print section in the club. There are five private dark rooms within the club where instruction may be given.

Camera Club Meets Friday

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Camera Club Meets Friday

Penticton Herald

Editorials

Success Story

It seems only yesterday that an enterprising and purposefully-minded war veteran named Carl Agar was starting Canada's first helicopter service out of Penticton.

Today he is the operations chief of the largest organization of its kind in the entire nation, a fact which could be announced at the start of the week in the disclosure that Okanagan Helicopters, already with an eastern subsidiary, had bought out its major eastern competitor.

"Only yesterday" actually means seven years ago. Yet it is still only a short time in which such a remarkably stimulating success story has been spelled out. There are now two-score of the helicopters in a multitude of ventures everywhere and it is a noteworthy fact that these machines have played a fundamental role in the development in the Ke-

mano-Kitimat area, in the oil pipe-line across mountain barriers, and in similar projects proclaiming an industrial revolution in the west.

The name "Okanagan", by this firm, is being carried throughout the length and breadth of the continent today, involved in every major program of development.

Valley business interests were in the initiative in backing this firm which, in its expansion, has had the benefit of the counsel and guidance of some of the finest business brains and instincts in the country.

It shows what can be done when vision, finance, and personnel are combined to meet an opportunity, and that the name "Okanagan" is linked to this demonstration must give the valley gratification.

There's Quite A Difference

We found ourselves so wholeheartedly in agreement with the general tenor of Einar Gunderson's recent speech to the annual meeting of the board of trade here that we're not at all anxious to single out one of his remarks to which we would offer some opposition.

Yet his reference to the Kaiser dam proposals, interlarded into his main address, which was his one slight departure of the evening into what might be called a political aside, could stand some probing. And we venture to comment upon it because we consider the question a very important one to the general interior of B.C.

Mr. Gunderson, as we understand it, said that he did not see any particular difference between releasing assets in the form of water power and the disposing of oil or gas in the new pipeline projects. Why, then, such objection to the Kaiser dam scheme, when there seems to be such general approval for the others?

The fact that the mailed notices to the annual meeting were accompanied by a lengthy explanation of the government's side of the Kaiser dam case under the same cover would seem to suggest that the local board of trade members could be getting a rather one-sided version of this argument that is going on.

As we see it, there is a real difference between the arrangement by which gas will be sold to the U.S. in the near future, and any such deal as is projected by the Kaiser dam proposals. The need for marketing outlet, in the gas alignment, over-tops every other consideration. Without it, there would be no gas for any of us. This does not set the two proposals apart completely, it is true,

for somewhat the same line of argument can be adduced to support the Arrow lakes proposal. Yet no sensible person can bring up a real alternative to the gas proposal, or suggest that any other course would be really better for Canada. But what about Ottawa's various contentions about that Kaiser dam? Federal authorities claim the terms are bad for B.C. and Canada, that the Kaiser dam would endanger the possibilities of much larger undertakings, that it should at least await completion of the Columbia survey, that it would make power available from Canadian waters that would enable U.S. competition to hit Kitimat badly. What about these contentions? They don't strike us as slight arguments at all.

We get the uncomfortable feeling that the B.C. government, with good intent but not too great business acumen, embarked on a course from which it now cannot bring itself quickly to retract.

Mr. Gunderson's reference seemed more than illogical. It was a pretty flip comment on resources of magnitude and lasting importance. But we hesitate to think that it suggests the B.C. government is more interested in saving face than saving the people's natural assets.

Victoria, by its attitude to the gas development, to interior highway protection, to many another project, has set a pattern that wins support in the interior. We think it should strengthen this pattern by forgetting politics and conceding that it will go slow if there is any considerable body of opinion that questions the virtue of this much-discussed Kaiser dam.

The Old Order Changes

The old order indeed changes. There were the days when the fabulous Jim Hill contemplated a rail route linking Spokane and the "Inland Empire" with Vancouver. The pioneer builder got to Princeton, but no further. And the railway started backwards. The tracks between Princeton and Hedley were torn up and the roadbed made a contribution to what is now the main highway between those two Similkameen communities. The change from railway to motor highway was the new order.

Tucked away on an inside page of the last issue of the Herald was another addition to this story. It revealed that the Great Northern had received permission from the Board of Transport Commis-

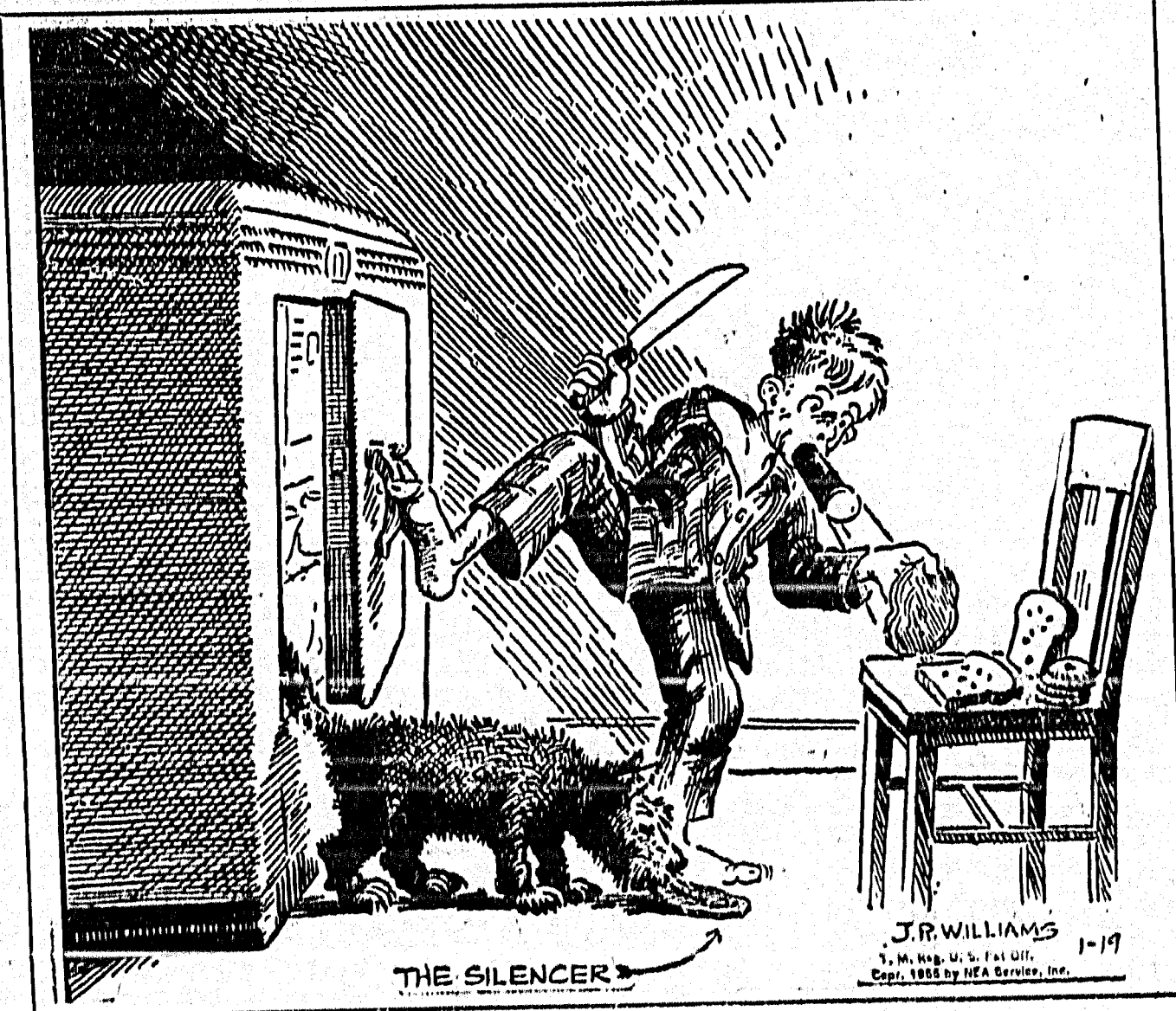
sioners to abandon its line between Keremeos and Hedley, on which, latterly, there has been an irregular freight service. From now on mining activity at Hedley will depend on trucks to get its output to a rail connection.

So, as soon as weather permits, the tracks between Hedley and Keremeos will now be torn up. And another part of Jim Hill's dream will be gone, with Jim himself, with all the far-off days when the railway was supreme and it alone betokened progress in the west.

But the path of progress changes. And today, at least in the Hedley area and under the particular circumstances existing, it takes the form of tearing up the trucks, instead of laying more.

OUT OUR WAY

By J. R. Williams



NEWS FROM

Victoria

By J. K. Nesbitt

VICTORIA — Once more, in the session of the Legislature opening here January 25, sessional partying will be cut to a bare minimum.

Since Social Credit came to power, more than two years ago now, there has been little high life connected with a session, compared say to the old days; well, really not so old — just a few years back.

Premier Bennett sets the tone in this; he doesn't like parties, only goes to them when he must. He thinks party chit-chat a waste of time.

After the opening of the House, however, the Premier and members of his cabinet, and their wives, will stand in a long receiving line in the Empress Hotel and greet everyone invited to see the start of the session. It's a sort of semi-public reception, with the taxpayers picking up the tab. You don't really need to be invited; if you feel like dropping in, you'd be made quite welcome.

There'll be no liquor at this party. It's a very pleasant affair, and perhaps gains because of the tea only rule.

That evening there'll be the first of two State Dinners at Government House, followed by a State Ball, to which everyone wants to be invited, but alas, there's only dancing space in the ballroom for about 500, and so

there are many disappointed ones.

There'll be a second State Dinner a week later. There must be two, because the dining room at Government House, big as it is, isn't big enough to take all those on the Precedence List at one sitting.

State Dinners are stag affairs, except for Mrs. Lydia Arsenault, MLA, and possibly Senator Nancy Hodges, unless she's in Ottawa for the Federal session. Of all the women in British Columbia, only two are entitled to invitations to State Dinners at G.H., as Victorians call the big mansion atop Rockland Avenue hill.

Mrs. Wallace, the Lieut-governor's gracious lady, will give two luncheons at Government House for wives of cabinet ministers and MLAs and they'll return the compliment by inviting Mrs. Wallace to a tea party at the Empress. That's the usual procedure, anyway. No coffee parties (actually sherry parties) for the wives of MLAs today.

The Premier will likely give his customary dinner for his S.C. followers, no Liberals or CCF'ers invited. Again, there'll be no liquor at this dinner, which doesn't in the least take from the enjoyment of such occasions. Gone are the days when cab-

inet ministers and their wives gave cocktail parties, with MLAs and their wives posing for press photographs with cocktail glasses in their hands, a performance which enraged many a voter, who got the idea that MLAs and their wives merely came to the capital to indulge in one great whoop-de-la of a party.

Yes, it is indeed a new era of political life and sessional partying, or lack of it, in this capital.

From the Files

10 YEARS AGO THIS WEEK

Jack Acres was named president of the Junior Chamber of Commerce. . . . Members of Penticton Cooperative Growers approved a plan to add a \$90,000 cold storage unit. . . . Reeve R. J. McDougall was slated to go into Victoria to take up pertinent matters with provincial authorities.

20 YEARS AGO THIS WEEK

Annual hospital report showed an improved financial status. . . . 125 persons attended the annual banquet of the Penticton Board of Trade. . . . Reeve Oliver announced that skating would be free on Arasook Pond. . . . Community Hall opened at Osoyoos. . . . James Gawn was elected chairman of Naramata BCFGA.

30 YEARS AGO THIS WEEK

British Columbia Fruit Growers' Association 35th annual convention opened in Penticton. . . . Frost did serious damage to peach and cherry crops. . . . John Lochore, T. B. Williams, Thomas Roadhouse and George Clarke were elected to municipal council. . . . Last of the Duanees starring Tom Mix was playing at the Empress Theatre.

40 YEARS AGO THIS WEEK

Police Chief Roche resigned. . . . In an effort to encourage keeping of more livestock, members of Penticton Farmers' Institute decided to approach the municipal council with a request for a permanent irrigation system. . . . Western Cannery, Ltd., went into voluntary liquidation. . . . A pamphlet from Victoria referring to Penticton said in part "no more enjoyable spot can be found in Canada for all-round recreation, during the summer months particularly."

Edinburgh, Scotland's capital, for centuries has had a tradition of fine printing and finely-brewed beer.

The Member Reports

By O. L. Jones, M.P. for Yale

The opening of this present session was somewhat different from the previous ones owing to the presence of CBC and their television paraphernalia. A great deal of work went into the production of the opening of parliament for the TV audiences across Canada and the brilliant klieg lights, strategically placed both in the corridors and in the Senate transformed the Parliament Buildings into a Hollywood movie scene. However, the general impression was that it would be a good thing for the people of Canada to witness the proceedings following the opening of their parliament.

The Governor-General, in reading the Speech from the Throne, outlined a very extensive program for the coming months. He was able to announce that all provincial governments have announced their intention to participate in implementing the program to assist those people who are totally unable to take care of themselves and steps will be taken to conclude the agreements in order to bring the measure into operation.

The Unemployment Insurance Act will be reviewed to provide an increase in the duration and scale of supplementary winter benefits. Other amendments to this Act are designed to broaden its effectiveness in providing financial support to unemployed workers.

Another proposal of great interest is the proposed amendment to the Railway Act relating to the elimination of level crossings. With the increased use of highway traffic during the last five years, railway crossings, particularly in Eastern Canada, have become a real hazard and are taking a steady toll of human lives.

The long awaited hope of the war veterans will be met — according to the Governor-General's address — by the government submitting amendments to raise the basic rates as well as the ceiling on permissible incomes of the recipients of the allowance. In this connection, a War Veterans Committee of the House is to be set up immediately. I have been fortunate in being selected once again as a member of this committee.

Amendments to the Blind Persons Act seeking to lower the age of eligibility and raise the income ceilings will also be brought before the House. This is another matter that individuals and public bodies throughout Canada have been asking the government to undertake for quite a long time.

Several other acts will be under discussion and possible amendments by the government. Among them will be the Municipal Grants Act. It is too early yet to say what is intended in the form of assistance by this act but already the government has been asked to assume full tax responsibility for government properties within municipal limits.

The first Bill in connection with extended benefits under the Unemployment Insurance Act passed through the House very swiftly meeting no opposition as it is generally felt that the Bill should go into effect as quickly as possible to take care of unemployment during the next few months.

★ THE DOCTOR SAYS ★ Hormone or Endocrine Shots Are Useful In Menopause

BY EDWIN P. JORDAN, M.D.
Written for NEA Service

"Would you please give some information on hormone shots for menopause?" writes Mrs. S. "Some articles state they perform miracles and some state they endanger one's health. Which is correct?"

Before discussing some general features of the change of life a word can be said in reply to this specific question. Hormone or endocrine injections are definitely useful for most women who are encountering symptoms of lessened female glandular secretions during the menopause, providing that the substance chosen and the size of the dose is properly adjusted to the individual needs. They are not necessarily for all women in menopause and they will not do harm in properly selected patients.

There are many misconceptions about the menopause. This phase of life usually begins around the age of 45 and takes several years before the adjustment is complete. Most women pass through it without either physical or mental disturbances of any serious nature.

The menopause is more than the ending of one physiological function. Actually it represents the development of a new balance between the various internal glands which is caused by gradual slowing down of the functions of the ovaries.

The most obvious reflection of these changes is the cessation of the menses and the ending of the reproductive stage of life. Neither of these need produce any concern in the great majority of women; nature has provided these changes for reasons which seem desirable both for the individual woman and for mankind as a whole.

When symptoms do develop the most common are hot flashes, abnormal menses, a tendency to melancholy, putting on weight, headaches and sleeplessness—rarely all of them together. It is under such circumstances that glandular products may be helpful. They act by supplying some of the internal secretion which the patient's own glands fail to supply.

This is a period of life when

many women begin to be relieved of some duties of child raising—often for the first time. The menopause ushers in a period of life which has special opportunities for enjoyment.

During the usual two or three year period of adjustment a woman should remain active both not too late to renew old interests which have been abandoned while children were small or to develop new interests which a woman can follow the rest of her life. It is not a time of life to put on weight or become askid of complaining vegetable.

Inland Natural Gas Co. Head Will Speak Here January 27

Cecil Smith of Vancouver, assistant to the vice-president of Inland Natural Gas Co., will speak in Penticton, January 27. He will speak on the proposed gas pipe line to an open meeting sponsored by Penticton Ratepayers' Association.

The meeting, scheduled to get underway at 8 p.m., will be held in the Hotel Prince Charles.



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Clean Truck

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1948 Dodge 1 Ton

Chassis and cab
good running
condition

\$695

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A. K. Loyd Report

(Continued from Page One)

ignored, none of them need alarm unduly any grower who has suitable land and the ability to farm it wisely," declared the president of Tree Fruits. "Most of them can be dealt with, and we find the general outlook by no means unpromising."

Mr. Loyd's report follows: It is now 20 years since I first presented a report to the BCFGA convention, and as the years have gone by it has become increasingly difficult to find items which will claim the attention of the growers, and which are worthy of note, that have not already been covered by active committees dealing with these subjects. It seems to me that in this annual gathering of ours we should adopt the procedure, which is common to many teams that are expected to work together, namely, a consideration of past operations, the problems that confront us in the coming years, and appraise the methods which seem to be best designed to meet them. There is a natural tendency in fruit growing, due to its long-term nature, to preserve and maintain customs and usages which have proved satisfactory in the past. Never in its history has horticulture as a whole—and that includes vegetable growing—confronted such a rapidly changing situation; and too bigoted an adherence to past practices can lead to difficulties and actual financial loss.

One has only to compare the marketing conditions which existed when the grower body decided on handling its own marketing problems, 16 years ago, with those that exist today to note the gradual, but in the outcome, drastic transformations which our marketing picture presents.

In those days, marketing by the housewife was an art on which she prided herself, and the most extensive range of commodities could prove attractive to her, particularly if in her judgment she felt she had discovered ways and means even in less attractive commodities, of lightening her domestic expenditures and making her budget stretch further. There were innumerable selling specialists in the field, many of them depending for their business existence on the turn-over that they could accomplish through handling commodities somewhat outside of the normal and most popular range.

In these days, conditions are different. Through the years the custom has gradually built up of self-service super-merchandising establishments on a scale which once would have been considered colossal, and even smaller operations have gradually been driven to copying, to the best of their ability, the tactics of their larger competitors. This has had an effect which can be described in comparatively few words.

Whereas a decade or so ago the producer might feel reasonably confident of access to the market at fairly remunerative prices, if his produce met the requirements of a fairly wide target, nowadays the pressure is intensive towards hitting the bull's eye, and anything in the outer circles has a difficult and sometimes impossible task to score at all. The fundamental necessity of the modern merchandising program is for volume movement through the stores, and since this volume movement is largely dependent on the eye appeal of the commodities and the impulse buying of the housewife, requirements become stricter and any margins of error which would affect volume become most important to those charged with store purchases.

Modern housewife shopping can be described as composed of four factors: eye, hand, brain and pocketbook, but only the pocketbook reflects.

Prepackaging pushes the unskilled labor, given a completely standardized commodity, can prepackage it with less overhead cost than run supplies. This in its turn places a burden on the producer, since Mother Nature has never been accustomed to shop in self-service stores for strictly standardized merchandise. She presents us with all kinds of horticultural and climatic problems, letting the result take care of itself.

I think it is not too much to say that your present method of selling has done and is doing much to keep the merchandising program on as reasonable a basis as possible, and to furnish the means of gaining access to markets for commodities which otherwise would be rejected (despite their food value), largely as a matter of convenience to the present day system. Within its powers your Sales Agency will continue to endeavor to sell, satisfactorily, as large a percentage as is possible, always bearing in mind the housewife's shopping requirements, but the tendency to strict standardization is here and cannot be ignored.

It is important that every individual grower should take stock of his operation, bearing the above facts in mind, and make sure that he is turning his assets to their greatest possible earning power. In the long run it will always be found more desirable for growers, and districts

to plant those varieties — both of fruits and vegetables — which are best suited to the conditions that apply to their particular area. A good deal of our heart-breaks in the past, I think it can hardly be denied, have been due to yielding to the temptation of attempting something for which land or climate is in the long run unsuitable. I do not know of any district in our wonderful fruit country which cannot, by taking stock, size up its own potentialities and divert its energy into useful channels; but in taking stock, as we have put it, there should be no yielding to sentiment or an attempt to nurse along some commodity which is incurring unnecessary hazard from the growing point of view. Most districts have commodities which are particularly suitable to them, and nothing is to be gained by substituting something else even if it promises, temporarily, a higher price, when the risks involved may culminate in final disaster.

Insofar as prices are concerned, it has always been stated that there is no method that can procure artificial prices for an article that is unacceptable to the present day markets. Not only have we the strongest sort of competition from competitors who keep an envious eye on our markets, but also with the great elaboration of merchandising that has taken place in the last twenty years, there are infinitely more substitutes, many of them of a most attractive nature, that are competing, directly or indirectly, with our commodities.

While on this subject I may be excused for commenting for a moment on a question which so often arises of "a short crop bringing high prices". This was often very true throughout the war years when there was a demand and a strong one — for almost everything available, and particularly was this the case under the austerity programs, price ceilings and currency restrictions. Conditions now are a good deal different, and the fact that our own province of British Columbia is in short supply of some commodities, provides an immediate incentive for other competitive areas to attempt the invasion of our domestic markets at any and all times during the merchandising season of that commodity.

Depending upon the season, the earlier districts — in Washington State, for instance, usually reach peak volume a week to ten days before our earliest districts. This, of course, presents a pricing problem that has to be very carefully considered, since non-competitive pricing on our part could increase our competitors' sales, and this situation continues for approximately two-thirds of the marketing season in our soft fruit commodities, as south of the line they also have late districts within the states of Idaho and Montana.

The Okanagan and Kootenay districts can really only claim "a short crop" when their competitors, with approximately comparative freight charges, are in short supply also. The actual price of our fruit and the factor which is under the most intensive study (not only week by week, but day by day) in the Sales Office, is the question of laid-down price to the consumer, as compared to the level at which competitors can enter the same market. The four factors involved, of course, are the F.O.B. price, the freight or distribution charges to destination, and the wholesale and retail markup.

Your organization has achieved some notable successes in rationalizing the actual distribution expenses are very closely scrutinized and, on the whole, your governing bodies are of the opinion that these are not excessive. The wholesaler and the retailer has his own problems of increased costs.

One of the handicaps which this industry must face is the fact that it is not in close proximity to markets which could begin to absorb its output — a very different case from that of two of our notable Canadian competitors, Quebec and Ontario. It is true that Calgary, Vancouver and Edmonton are within a comparatively reasonable distance and we do a great deal of business with them, but it is well known to all of us that neither of them, separately or even all together, could begin to handle the sort of tonnage which represents our present output, and which will undoubtedly increase in the future.

We have, therefore, the problem of adjusting ourselves to the changing conditions, and one of the first items to which we must pay attention is providing the consumer with uniform reliable merchandising which conforms to their buying habits. To do otherwise is to court trouble. Granted, this is very much more easily said than done; nevertheless, to the extent to which it can be accomplished, insurance will be gained that the efforts of the producer will not go unrewarded. Professional optimism or just talk alone cannot make a boom. Of far greater use is confidence that we can and will deliver products that can compare favorably with our competitors', and to this

objective all our thoughts and activities should be directed.

It is not easy to reduce our costs of production. Much work has been done, and some results have been achieved, and some of our orchard operations, e.g., thinning, have been modified by the discoveries of our scientists and agronomists in replacing manual labor with mechanical methods. The charm of our own fruit valley lies to a great extent in small holdings, and here it might be suggested that some consideration might be accorded the possibility of amalgamating some of the costs of operating with heavy equipment, by arrangement as between neighbors, thus mutually reducing overhead. The difficulties inherent in such arrangements are understood, but nevertheless the idea is offered as a suggestion which might be applicable in some instances.

The past season has not been very kind to us, the difficulties of all growers having been intensified by unfavorable weather conditions. Despite this fact, a generally speaking creditable performance has been noted at the packing houses, and commendation should be expressed for the very definite effort that was made to overcome, particularly on the grader, the resulting troubles.

While we are mentioning packing houses we should point out that some of their troubles are caused by unwise anxiety — unwise at least in the long run — and even pressure to have them pack right down to the line and inevitably as a result, sometimes below it. Our existing system has some faults, and one of them could be that packing houses feel "justified" — and perhaps rightly so — in laying the entire responsibility for merchandising what they pack on the shoulders of B.C. Tree Fruits. In previous days the reverse was the case, the responsibility resting with the packing houses and, in many cases, undoubtedly under competitive pressure, grades were, shall we say, sweetened to preserve the market for a certain brand. Such usage was not in the best interests of the grower, except under the then existing conditions where the loss of a large buyer could often prove disastrous; but surely there must be some middle ground where the grower himself is willing to make certain allowance for the necessity to an attractive product before a highly discriminating market. It may be, even, that this insistence on the last possible percentage point of a pack-out is not only unfair to the shippers, in that it pretty well denies them any discretion in the matter, but also, in the long run, may convey to the public the impression that the output from our B.C. farms and orchards is not living up to its reputation.

In balancing our ledger we cannot be unaware that very considerable acreage will shortly be available and competitive from newly developed irrigated areas to the south of us. None of these items can be ignored, none of them need alarm unduly any grower who has suitable land and the ability to farm it wisely. Most of them can be dealt with, and we find the general outlook by no means unpromising. We have the means to continue to maintain our fruit country as "The Garden of Eden of Canada" and the initiative, I believe, to do so. We should, however, in our planning take into consideration not only the movements and plans of our competitors, but the means available to maintain and even improve our present position.

At this time I would like to pay tribute to the excellent co-operation that has been forthcoming from the Board of Governors all through the year; also the support from various members of our staff, who have given undegradingly of their time in an endeavor to promote your best interests.

I cannot close this report without recording the sense of loss that is left by the passing of W. R. Powell of Summerland, whose help and advice was outstanding for so many years.

362,000 ARE UNEMPLOYED

OTTAWA — (BUP) — There were 362,700 persons seeking jobs through the National Employment Service in mid-December, the Labor Department reported today.

This was an increase of 24,600 over the number of job applications on file a year earlier, and a jump of 64,100 in the period between November 18 and December 9.

The department and the bureau of statistics issued their monthly surveys of the employment situation, showing both employment and unemployment had increased from the previous year.

Almost 40 years were required to build Salisbury cathedral, completed in 1258.

Garrish

(Continued from Page One)

honey-combed by mice and that poisoning of coyotes had resulted in their extermination. Explaining reasons for the game department doing so, Frank Richter, M.L.A. for Similkameen, declared that poisoning was carried out as a method of control rather than extermination and that disappearance of coyotes was also due to settling of more land. The game department would cooperate if the problem was placed before them, Mr. Richter stated. Put to a vote, the motion carried.

Damage by beavers to orchards near rivers and streams was noted in the second resolution which "resolved that the proper provincial authorities be requested to have beavers in such areas removed or otherwise brought under control." The motion was carried.

John Luthy of Oliver gave a picture of damage done to trees as far as a quarter of a mile from water. Due to the low price for beaver furs, they are not being trapped, he declared, and orchardists are unable to cope with the situation. He told of an orchardist who had spent \$35 to trap two beavers and asked that experts be brought in, not for the purpose of destroying the animals but to remove them to where they might be beneficial.

Mr. Richter suggested that the game office in Kamloops should be contacted after which steps would be taken to remove the beavers.

In other business, a resolution to include full time farm workers in the national unemployment scheme was tabled, a request to have frost and wind warning service broadcast over CBC booster stations at Oliver and Osoyoos was carried as was one to have the previous specific import duty of 1½ cents a pound on apricots restored in the forthcoming International Trade Agreements.

Meeting defeat was a resolution from Naramata which would instruct packinghouses to have all apples in cold storage by November 15. Also defeated was a resolution from Oyma that "all apples showing pin point scab be graded as Cee grade according to percentage allowed and credited to the grower as such, but that they be diverted to processors instead of to the fresh fruit market."

Growers favored a gift pack for apples in a resolution from Osoyoos which noted that this type of pack is popular. Also approved was a resolution from Kelowna requesting that every consideration be given to shipping crabapples in pear boxes or in junior cartons.

A resolution suggesting that all cars of fruit carried by railways should be spotted next to the engine where possible, moved by Kelowna delegates, was approved, as was one from Winfield-Okanagan Centre asking B.C. Tree Fruits Ltd., to consider narrowing down the number and types of containers used in the industry.

United Welfare Appeal Groups Share \$11,942

Success of the first annual campaign by Penticton and District United Welfare Appeal Society was apparent at a meeting of the organization last week when it was revealed that \$11,942 was distributed to participating groups.

This is 18 percent more money than the average amount, collected in the past three years. Joining the appeal in 1955 will be the Cerebral Palsy Association, the Knights of Pythias and Pythian Sisters.

Eligible to join the United appeal are organizations which conduct campaigns on a national basis and have canvassed Penticton in the past.

Election of officers will be held at the annual meeting in the Hotel Prince Charles, February 17. W. A. Lougheed has been appointed chairman of the nominating committee.

Union Negotiation Report Tabled

Penticton City Council agreed, at Monday's meeting, to permit the report on negotiations with the city is alleged to be one of those involved in the trouble at the coast, it was stated at the council meeting.

Council agreed that this might throw the status of the negotiations into a state of doubt, and that therefore they should wait "until the air is cleared" before acting on them.

APARTMENT HOUSE

C. W. Nicholl applied to council on Monday night for permission to erect an apartment block or duplex on a Lakeshore Drive property. This was referred to the town planning commission, Mayor Oscar Matson remarking that it would be "nice to have" a good property on this particular location.

COUNCIL APPROVES INTERIM BUDGET AFTER SOME SLASHING

Canadian Club

(Continued from Page One)

The internal situation in Egypt is fantastically poor, said the speaker. The lowly Egyptian peasant earns \$40 per year — at Toronto prices. Everybody has some sort of illness, the majority of the people are hungry most of the time and there is literally no hope for anybody because everything has been tried, tested and worked over thousands of times in the country's long history.

"It is little wonder, then," the Canadian Club was told, "that a majority of the people there use a form of drug called hashish, a cheap fairly harmless narcotic, since one tablet of it will kill a person's appetite for two days, thus doing away with any feelings of hunger."

Into this wretched, hopeless existence, then, comes an avalanche of propaganda about the wonderful western way of life. This only advertises the superficial side of our life, admitted the speaker, but the average Arab doesn't know or particularly care whether this is so or not.

All he knows is that the West is filling his head with illusive ideas and is throwing in his face pictures of a material way of life that neither he nor his children could ever hope to have. He is not even allowed to go to the USA, for example, because they maintain a color bar.

The speaker put into words what the average Arab would say about this thing called democracy. If asked what he thought, he would say, "When it comes right down to brass tacks, maybe this democracy is something that doesn't really matter outside of North America and Western Europe," implying that a well fed stomach and mind is the most basic thing of all.

The people of the Middle East and southern Asia are a mystical people. Many of them say prayers for five hours a day. They are very conscious of greatness in a person, and expect it of those who come from the West to tell them about their way of life.

The West is getting into the habit of putting the concept of democracy on a religious plane. Yet all the Arab sees of democracy is this avalanche of Holly-

PARKS BOARD

Notice of Tender

Sealed tenders will be received until 12:00 noon, January 28, 1955, to operate the Boat Concession at Okanagan Lake Beach. The lowest or any tender will not necessarily be accepted.

Penticton Board of Parks Commissioners, H. WORSNOP, Secretary, c/o Penticton Memorial Arena.

ASK FOR REVELSTOKE RICE-BEER

this advertisement is not published or displayed by the Liquor Control Board or the Government of British Columbia.

B-F Goodrich Clear Plastic

RAIN STEPS

with dome fastener. To fit any type of heel. Priced at 1.95

Geddy's
BOOT SHOP
LTD.
PENTICTON, B.C.
300 MAIN ST.

FREE DELIVERY Bottled BEER

OLD STYLE • LUGGY LAGER
PILSENER • U.B.C. BOHEMIAN
RAINIER • CASCADE
OLD COUNTRY ALE
BURTON Type Ale
S.S. STOUT • 4X STOUT

Pacific Brewers Agents Limited

This advertisement is not published or displayed by the Liquor Control Board or by the Government of British Columbia.

What a WHALE of a SAVING you can make on food bills here!

Robin Hood Flour	24-Lb. Bag	1.47
Monarch Cake Mix	Yellow 2 Pkts	33¢
Mushroom Soup	Campbells 2 Tins	35¢

PRODUCE

CABBAGE	California - Now	Lb.	9c
CARROTS	California - Bunch	2 for	23c
LEMONS	Sunkist - Large	Dozen	39c
SWEET POTATOES	No. 1	2 lbs	27c
SARDINES	Brunswick	3 tins	27c
MARGARINE	Quart - Quarters	2 lbs	55c
CREAM of WHEAT	5 Minute - 28 oz pkt		29c
NESTLES QUIK	Drinking Chocolate	16 oz. pkt	63c
PUMPKIN	Aylmer - 20 oz. Tins	2 for	31c
SIRLOIN TIP ROAST		Lb.	59c
ROUND BONE POT ROAST		Lb.	39c
HAMBURGER		3 lbs	85c
Maple Leaf Bologna		Lb.	25c
Maple Leaf Wieners	1 Lb. Collo. Pkt.		37c
Maple Leaf Lard		2 lbs	35c
Maple Leaf Cottage Rolls	Lean, Lb.		55c
Devon Side Bacon	Canada Packers - 1/2 Lb. Pkt		27c

FOOD-MASTER

PHONE 2826

431 MAIN ST.

FREE DELIVERY ON ALL ORDERS

Yes — if you cannot get down town phone 2826 and have your Groceries Delivered C.O.D.

... OF CABBAGES And KINGS

by Vince Duggan

ABOUT METERS

Although it happened December 22, this is still a pretty good yarn — too good not to tell. As you recall, the 22nd was on a Wednesday and that afternoon the stores were wide open, bustling with Christmas business. Chart Nicholl parked his car on Main street and just as he was about to deposit a nickel in the parking meter, Tom Daly rushed out of his office with a "don't put that money in the meter, Chart, this is Wednesday afternoon." A discussion ensued as to whether the meters operate when the stores are open even on Wednesday afternoon and Clarke Thompson joined in. It was the principle of the thing, not the nickel. Final decision was to leave the meter hungry and the three men went their ways. Along came Mrs. Jack Newton who spied the red violation sign and, yes, dropped



BROKE?

Also observed a citizen lending a penny to one of the local managers of a finance company to put in the meter. The latter had no money on him!

HANDY BROOMS

Outside the Prince Charles on Saturday morning, four men, with tams and obviously in town for the curling bonspiel, got into a car. It stalled in the snow and the two men in the back seat jumped out armed with, naturally, brooms and swept the road clean.

FROM OSOYOOS

From old friend Eric Becker of Osoyoos comes this note which is self explanatory—I just received a letter from my sister from Frankfurt, Germany. Her 15-year-old son, Pedro, told her to send me the following message: "dass natürlich die Penticton Vees die Weltmeisterschaft machen werden", translated "that naturally the Penticton Vees will win the world title." — So it seems to me, says Eric, that the Vees have a good name already in Germany and everybody is counting on their winning. — Thanks Eric.

IN MEMORY OF

Along with hundreds of other bus riders I felt sincere regret at the death of Paul Ruhl. I'll bet many people didn't know his name, he was "Paul" to everybody, a friendly, chatty fellow, who travelled hundreds of thousands of miles around Penticton in the years he drove for Columbia Coachways. Paul was the type of fellow who kept an eye out for passengers just seconds late at a bus stop and more than once backed up to shorten the walk for elderly folk. I recall the time when Paul was on the Skaha Lake run and spotted a car in the ditch. The vehicle was in a race with the stork. Paul took the woman on board the bus, speeded into town and transferred her to a taxi for the trip to the hospital, just in the nick of time.

ABOUT U.S. TEAM

Following is an excerpt from an article in the Christian Science Monitor dealing with the American hockey team going to next month's world hockey tournament in Dusseldorf, Germany: The United States hasn't sent a team to the world championship the last two years because, frankly, the AHA had no funds. "We made an agreement with the International Federation to take one North American team over each year," says Walter Brown, who not only is head of the U.S. AHA, but also of the International Ice Hockey Federation which sponsors the world championship. "That means Canada goes one year and we go the next with all expenses paid. Canada, which has

Almost Every Phase Of B.C. Tree Fruits Ltd. Operations Covered In Sales Manager J.B. Lander's Report

A comprehensive report covering almost every phase of the vast operations of B.C. Tree Fruits Ltd. was submitted by J. B. Lander, sales manager of Tree Fruits, to the 66th annual BCFA convention now being held in Kelowna.

Mr. Lander concluded his lengthy report with the comment that "much has been done and much remains to be done. If we can draw from our experience over the past years by bringing vision and sound planning to our future operations we can indeed face with confidence the challenges which lie ahead."

Discussing transportation Mr. Lander concluded his remarks on the subject by saying: "We are in a period of rapid change, which calls for vision, far-sightedness and day to day alertness to ensure that transportation facilities serving us are in tune with the times. Transportation costs, generally, are on the downward trend and will probably continue in this direction during the ensuing months."

Reduced soft fruit crops during 1954 resulted in a decrease of car lot and truck-load sales, Mr. Lander told the delegates.

Severe spring frosts were largely responsible for the curtailed volume.

In his report, Mr. Lander stressed various marketing problems and told of efforts made to obtain best possible results for the

won the world championship 14 of the 20 times it has been held, lost to Soviet Russia 7.2 in the championship game last winter at Stockholm. I guess they consider it such a black eye to Canadian hockey prestige that they are raising their own funds to send their Allan Cup champion team from Penticton this year," said Brown. The article goes on to state that among players on the American team are Frank O'Grady and Skip Sullivan, both from B.C. The article also states that the Americans are sending over a 14-man squad, are flying to Europe January 31, and will play exhibition games in London, Paris, Milan, Holland, Germany and Switzerland. And in conclusion it says, "Our teams have been in hot water over there before. After the 1952 Olympics the Swiss said they would never allow another U.S. team to play in their country. Things have cooled off some. But we have to be careful not to create an incident."

SCOTTISH TOAST

From Ewen Herry of Glasgow comes a card containing a Scottish toast — May the best ye've ever seen — Be the worst ye'll ever see — May a moose ne'er leave yer girth — W! a tear drop in his ee — May ye aye keep hale and he'll — Till ye're auld enough tad dee — May ye aye be just as happy — As I wish ye aye tad be.



J. B. LANDER

producer.

Reviewing the general crop picture, he said cherries were a relatively small crop, apricots were materially reduced, tonnage of peaches was approximately 50 percent of the previous year, plums were approximately 70 percent of the 1953 tonnage, pears showed some reduction, crabapples showed a heavier crop than a year ago and apple production increased in 1954 over 1953.

Mr. Lander's report, in part, follows:

As at January 3, 1955, our car lot sales were 6,477, and 933 truckloads. This is a decrease under last year, which, of course, is accounted for, mainly, by the reduced soft fruit crops.

A relatively small crop — total sales of Bings, Lamberts and Vans, to the fresh market 132,553, on the basis of 20 lb lugs. Other varieties of cherries 10,027 — 20 lb lugs. This compared with last year's fresh sales of 214,675 packages.

Distribution was widespread—somewhat over 11,000 lugs were shipped to the United States, and, as in previous seasons, a substantial volume to the provinces of Quebec and Ontario.

While there was no serious back-up, during much of the cherry deal we had to press for business. Some western markets are quite satisfied with the 20 lb. lug, while others feel that we should offer the 15 lb. display lugs as well.

As you might expect, during the season we receive literally hundreds of teletypes and wires, commenting on the acceptability of many commodities, and in reviewing the reports on cherries, they could be summarized as follows:

Condition, quality and size of No. 1 cherries generally very good, with the exception of a few lots of Bings, which were showing some shrivel.

No. 3's, if they are a good size, are preferred to No. 2's, graded as such due to size.

The few Deacons which we had this year moved satisfactorily at a considerable discount under the Bings and Lamberts, but the Black Tartarians, Carnivals and Early Blacks, met with sales resistance right along the line. Bings and Lamberts still retain top position — they are the most popular varieties.

Apricots

Due to the spring frosts, the apricot crop was materially reduced. The greatest damage was done to Moorpark, and similar varieties, although there was some reduction in the tonnage of canning varieties.

In 1953 we sold 342,694 lugs on the fresh market. Last season 210,927 lugs.

Tiered and Jumble were sold at the same price, but, of course, there was a differential in the pool. Inquiries have been made as to why we did not sell tiered at a higher price than Jumble, the reason for this is that with tiered a high percentage of tiered we can market a small percentage of Jumble at the same price, and inasmuch as the tiered price was set at the highest level possible, competition considered, the only result of a differential in the selling price would have been that we would have obtained less money for the Jumble, unnecessarily.

Again, we made token shipments to Montreal and Toronto. In anticipation of larger apricot crops, we must endeavor to create a demand in Eastern Canada, where the apricot is not so well known as in the four Western Provinces. It remains to be seen whether we can develop these markets to a profitable status.

Pack and quality measured up to the standard which was established in 1953, and on which we commented in last year's report. During the season, we received innumerable reports both as to quality and condition. One of our sales agents incorporated in a message the following comments: "Once again it is pleasing to report on the lovely condition of this fruit. We could not ask for finer maturity, and the size is as near perfect as we ever hope to see."

Another office reported: "The maturity committee, growers, and the packinghouses should be congratulated on a job well done."

After the conclusion of our marketing, we received two other reports from different territories — one stating: "Few in early cars too ripe, but straight cars excellent. Sizes quite large, maturity uniform. Well received by consumers, but demand poor, due either to the fact that Washington colds had taken the edge off the market, or that there is less home canning being done."

With less and less home canning each year, it will be necessary to find an outlet for a proportion of our Moorpark, for other than household preserving. The heavy plantings of Moorpark, in relation to plantings of canning varieties, might cause marketing problems in the future. What is required is more Tiltons, and other canning varieties, and less Moorpark.

Peaches Following the widely publicized information that our peach crop would be short, due to spring frosts, we received numerous in-

quiries from the canners, wholesalers and even retailers as to what quantity we would have to offer.

It has been our experience that sometimes a comparatively short crop is equally as difficult to sell as a large one. When there is a tendency on the part of consumers to purchase as soon as the commodity is available, thus encouraging maximum importations. With this in mind, we informed our prospective customers that we would have approximately 50 percent of the previous year's tonnage, and our pre-season forecast proved to be almost correct.

We shipped 460,024 packages to the fresh fruit market, as against 963,054 the previous year.

We did not feel that we could honestly say to the consumer "Wait for B.C.," but, on the other hand we had to caution the importers that they must leave sufficient room for our product, and to work this out it required careful calculating.

Following the usual pattern, the heavy demand for peaches was in the early part of the season. Around September 10, the demand for peaches usually tapers off rapidly. Considering that we had well over 100,000 boxes of peaches to market after September 10, and deliveries were still being made at the end of September, had large quantities of peaches been imported we could have been in quite serious difficulty, with almost a quarter of our crop.

At the beginning of the season we asked the wholesalers' co-operation in not importing large quantities, sufficient only for fresh use. We continued to remind them of this throughout the season, and received their co-operation.

Mention is made in this report, under the caption "carton containers" of the experiment which was conducted on shipping peaches in Cell Pack. This experimental package met with mixed reception, but generally speaking our experience was favorable enough to justify an increased experimental pack this coming season. Naturally, any new package does cause some difficulties in handling at distributive level.

The combined quantities of this commodity marketed — fresh and canning — exceeded the 1953 total. As stated in the canning section of our report, sales to the canners were approximately 50 percent greater, and fresh fruit sales were only slightly less than a year ago, when we sold 394,386 lugs — this year 377,406. Again, during this past season (Continued on Page Six)

EARLEY'S SEMI-ANNUAL CLEARANCE

1/3 Reductions 1/3 Reductions

4 DAYS ONLY STARTING Thurs., Jan. 20

- ★ Discontinued and Broken Lines taken from our regular stock of high grade street and dress shoes for women and senior girls. Made by well known Canadian and American factories.
- ★ Women's Slippers in Moccasin and Novelty types.
- ★ Limited quantity of better grade men's Dress and Sport Shoes
- ★ Broken lines of men's and women's lined Winter Boots.

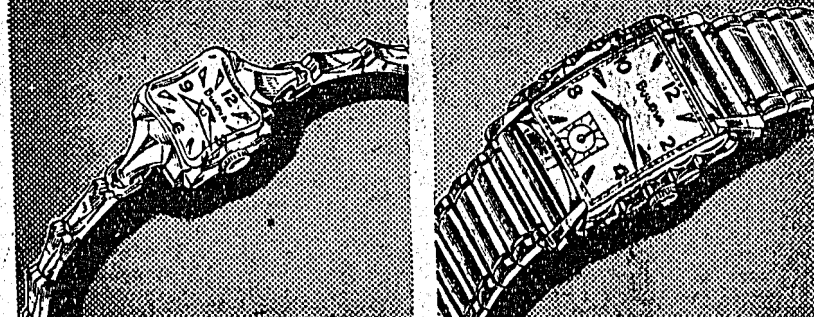
Expertly Fitted — X-Ray Checked

EARLEYS SHOES LIMITED

Penticton Oliver

CRANNA'S OFFER YOU

UP TO \$25 IN TRADE FOR ANY NEW 1955 BULOVA



DOLLY MADISON 21 jewels, expansion bracelet, \$7150

MARLBORO 17 jewels, expansion bracelet, \$7150

Cranna's JEWELLERS 270 Main St. — Dial 3008 Penticton, B.C.

IF IT'S new... IF IT'S nice... IT'S AT NEVE-NEWTON'S

BIG VALUE -- TOP QUALITY

LIMITED Time Only Vita Ray

DERMASKIN (Hormone Skin)

Restores Dry Skin to a Lovelier Complexion

6 Month Supply

BIG 4 oz. JAR Priced Only 1.95 Each Jar contains 40,000 units of Natural Estrogenic Hormones

Double Value for Chapped Hands!

NOXZEMA SPECIAL



NOW LARGE 10 oz. \$1.25

FOR HANDS

Welch's CHOCOLATES...

Have you ever tasted the rich creamy flavor that is exclusive to the famous Vancouver-made Welch's chocolates? Neve-Newton's feature Welch's because they KNOW that only the finest ingredients go into Welch's. They KNOW they're fresh because they ship direct from Welch's kitchen to you!

Neve-Newton Pharmacy WHERE PHARMACY IS A PROFESSION "Your Friendly Drug Store" Phone 4007

FRANK MIGGINS, Manager PRESCRIPTION, NIGHT AND EMERGENCY CALLS — FRANK MIGGINS, Phone 2454 KEN HENDERSON 2512 — L. V. NEWTON 3136

IF IT'S new... IF IT'S nice... IT'S AT NEVE-NEWTON'S

VETS' TAXI

Dial 4111 For Dependable Radio Cabs

LUCKY NO. CLUB

Numbers drawn each Tuesday night from stage of Capitol Theatre.

New Series out now... All old series cancelled

2436 — \$5.00 Cash Free from Vet's Taxi to holder of this Ticket Number.

OTHER PRIZES DONATED BY FOLLOWING MERCHANTS:

2480 — 1 case of Coca-Cola Penticton Purty Products.

2298 — \$2.00 in Merchandise from Bennett's Stores Ltd.

2700 — 1 pair Ladies' Hosiery, K. Bonnam's Corset Shop.

2780 — 1 lb. box Welch's chocolates, Neve-Newton's.

2715 — Two Free Passes to Capitol Theatre.

Winners please bring tickets to Vet's Taxi Office to be signed BEFORE picking up prizes.

PRIZES MUST BE CLAIMED BEFORE NOON NEXT WEDNESDAY!

VET'S - DIAL 4111 FOR COURTEOUS SERVICE

WAIT!

You'll Be Glad You Waited For FORD!

Ford's styling for 1955 is completely new and fresh. The crisp clean lines that characterize the '55 Fords were inspired by Thunderbird, the brilliant new personal car by Ford. There are daring new exterior colour treatments, colourful upholstery patterns and harmonizing trim ensembles that combine to strike a new note in a motor car decor. Never before worth so much more — with more that's new than ever before.

P.S.—It costs no more for the benefit of the V-8 motor with Ford, of course!

Valley Motors Ltd.

G. J. "Gills" Winter, Owner and Manager Dial 3800 FORD & MONARCH SALES & SERVICE GENUINE FORD PARTS



Your FAMILY ALLOWANCE CHEQUE will BUY MORE this weekend at SAFEWAY

Prices effective Jan. 20th To 26th

This week-end and every week your family allowance check will buy more at your neighbourhood Safeway. Safeway have all the low prices every day on every item . . . so BE SURE — SHOP SAFEWAY.

FRESH BREAD

Polly Ann — White or Brown — Sliced or Unsliced
16 oz. Wrapped Loaf **2 for 27c**

CANTERBURY TEA

Tea with a satisfying flavor. More than 200 cups to the pound
Orange Pekoe 1 Lb. Package **1.40** Tea Bags Package of 60 **83c**

★ GRAPEFRUIT JUICE

Town House, Sweet or Natural, 48 oz. Tin **2 for 55c**

★ QUICK OATS

Robin Hood - Quick Cooking or Regular - 5 Lb. Bag **43c**

★ INSTANT PUDDINGS

Jello — Chocolate, Butterscotch, Vanilla — Special Offer — Supply Limited Banded Pack **35c**

Herrings	Cloverleaf - In Tomato Sauce	14 oz. Tin	27c	Sweet Biscuits	David's - Assorted Varieties	16 oz. pkg	39c
Choice Peas	Taste Tells - Assorted	15 oz. Tin	2 for 29c	Fig Bars	Venus	1 Lb. Pkg	35c
Orange Marmalade	Empress Pure Seville	4 Lb. Tin	65c	Graham Wafers	Christies	13 1/2 oz. pkg	28c
Seedless Raisins	Monogram - Australian	2 Lb. Bag	39c	Soda Crackers	Christies - Plain or Salted	16 oz. pkg	32c

★ SALMON

Sockeye - Court - Fancy Red - 7 1/2 oz. Tin **2 for 75c**

★ PEACHES

Halves O' Gold 15 oz. Tin **2 for 43c**

AIRWAY COFFEE

A mild and mellow blend
Bag 1 Lb. **1.15** Bag 2 Lb. **2.28**

EDWARDS COFFEE

10 finer coffee packed — always fresh.
Drip or Regular Grind 1 Lb. Vacuum Tin **1.23**

Facial Tissue	Charm, 200s, Flat Pack	2 for 33c
Tooth Paste	Pepsodent, large size	2 for 49c
Soap Granules	Oxydol, Large Size	2 for 58c
Liquid Detergent	Lux	24 oz. Tin 79c
Floor Wax	Shinola Paste	16 oz. Tin 42c
Dog Food	Ballards Thrifty, 10 oz. Tin	2 for 21c
Toilet Soap	Sweetheart - Cake	4 for 36c
Purex Tissue	Facial Soft - 8" x 4" Roll	4 for 49c

SPECIAL! ★ PINEAPPLE JUICE

HEINZ or GERBERS
BABY FOODS

Assorted . . . 5 oz. Tin
12 for \$1.09

★ SHORTENING

Snowflake 1 lb. package **2 for 45c**

Chicken Soups	Campbells, Assorted Varieties	10 oz. Tin	19c
Irish Stew	Puritan	15 oz. Tin	33c
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Kraft Dinner	Ready in Seven Minutes	7 1/2 oz. Package	2 for 29c
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Sunny Boy Cereal	Nourishing	4 lb. pkg	49c
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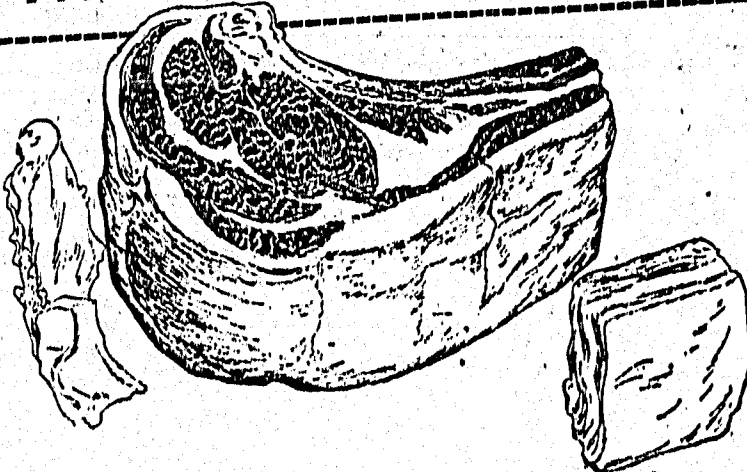
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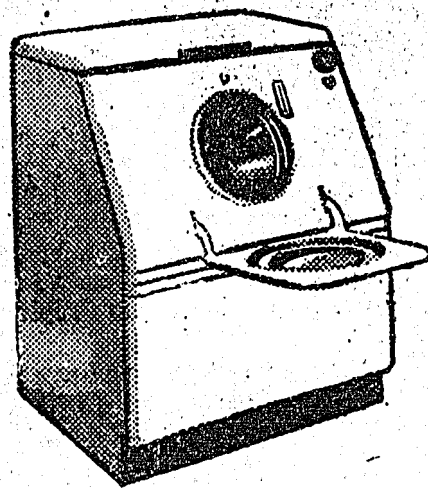
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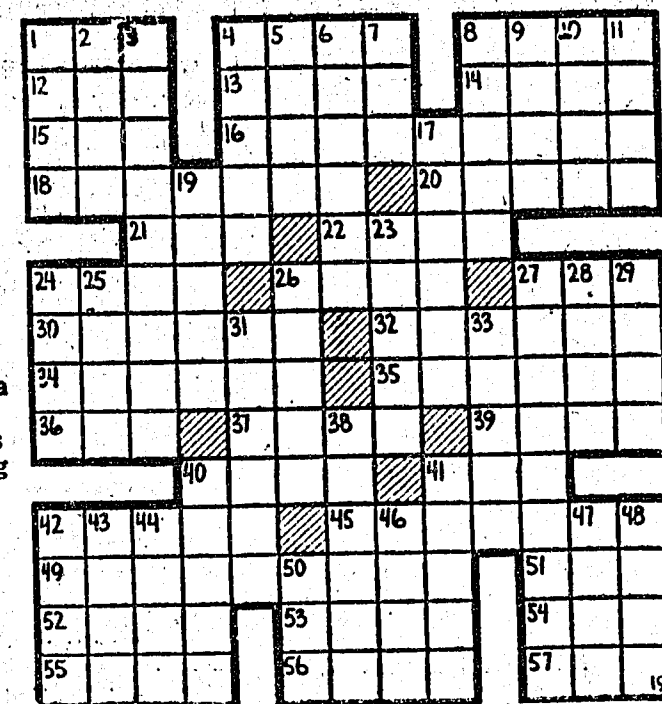
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frame
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**SEE
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ISSUE**

Civic Affairs Committee Of Trade Board Studying Gas Proposals

LAST RITES AT CAWSTON FOR A. W. RITCHIE

CAWSTON — Last rites for Alexander Wood Ritchie were solemnized on Thursday, January 13, when a large gathering assembled at the Community Hall in Cawston to pay tribute to their late friend and neighbor "Alec" Ritchie. Born on April 29, 1876, in Rendall, Orkney Islands, off the extreme northernmost tip of Scotland, the late Mr. Ritchie was one of a large family.

In 1910 he emigrated to Canada and settled in Indian Head, Saskatchewan, where for a time he worked at the Dominion Experimental Station. He was also a member of the local fire brigade. Mr. Ritchie moved to Cawston in 1920 where he took up land and became an orchardist. Fond of children, he was a familiar figure at school concerts and all community gatherings and he was always prepared to lend a hand in any community project.

Among the many beautiful floral tributes was a wreath from the Old-Timers of Cawston, several of whom were former residents of Indian Head.

Alec Ritchie is survived by a brother, William S. Ritchie, Arrow Park, B.C., and a sister in Scotland, Mrs. R. Fraser.

Pall bearers were Messrs. W. Beecroft, C. Duncan, A. Mackenzie, W. N. Sinclair, J. Strong, K. Zuch, and honorary pall bearers, Messrs. W. D. Lang, G. Leping-

well, C. E. Mackenzie, J. Macdonald, G. Rudychuck, D. Strong, and A. S. Walnwright. Interment was in Cawston Cemetery with the Rev. L. L. Scheutze officiating.

1. The committee recommended a safety week to be held during the opening week of school, and although no action was taken in 1954, it is recommended that this be carried out in 1955.

2. On a recommendation by this committee, a representative from the City Council has been appointed by council to attend all executive meetings of the Board of Trade.

3. This committee investigated the possibility of having curbs and sidewalks constructed by the subdivider, when parcels of land were being subdivided. It was found that no action could be taken to have this done.

4. The Civic Affairs Committee made an exhaustive survey of the proposal of Inland Natural Gas Co. to supply gas. The proposal will require further study, and to date no decision has been made.

5. This committee contacted the fire chief in connection with its Fire Prevention Week, and at his request, the Board of Trade lent its moral support, and our president transcribed a talk on this campaign, which was broadcast under the board's sponsorship.

Combined efforts of three chairmen who served on the civic affairs committee of the Penticton Board of Trade, were outlined at the annual board meeting, held last Thursday. In the absence of the committee's chairman, Roy Meiklejohn, the report was given by Ron Fairclough.

VANCOUVER LIONS MAY TRAIN HERE, BOARD OF TRADE LEARNS

Functions of a good Board of Trade should be a group of public spirited men working together for the betterment of the community in which they live. R. F. "Cappy" Raikes, chairman of the tourist committee of the board, stated at their annual meeting last Thursday. Mr. Raikes' report follows:

With the formation of a tourist association, work of this committee has been substantially reduced. We have felt that the Tourist Association was doing an excellent job in publicizing the city and we have co-operated with them in any way possible.

A great number of enquiries from outside points for information regarding Penticton are handled through the board office and I might add here that lack of a proper folder increases the secretary's work considerably in this connection, and we feel early consideration should be given to the preparation of a good mailing piece.

The board received a letter from the manager of the Vancouver Lions' football club asking if we could provide accommodation for 70 men during the first two

weeks in July, together with a suitable playing field, as they were desirous of coming to the interior for their early training. Your committee felt that having the team here would be an added attraction for summer visitors and has made arrangements for half the men to stay at the B.C. Hotel and the remainder at the Mount Chapaka Motel. The management of both the hotel and the motel were most co-operative and offered very reasonable rates as an inducement to have them here. The manager of the team has been advised of the rates available and we are now awaiting their reply.

The muck talked of amalgamation of the Board of Trade, the Tourist Association, and the Peach Festival Association, under one secretary-manager is beginning to take shape. Your committee has attended several meetings of the organizations involved and we hope to have something concrete to present to you for approval or rejection at an early date.

Tourist business is big business in Penticton, as we all know, and I should like to recommend to the

REPORTS ON INDUSTRIAL COMMITTEE

Industrial committee of the Board of Trade did a big job in the past year in preparing an elaborate brochure of Penticton and district for presentation to Heinz Co. Ltd., which big canning concern is seeking location for a western plant.

The industrial company is still hopeful that advantages of locating in Penticton as detailed in the brochure will tip the scales in favor of the city when the company makes its decision regarding

incoming executive of the board that an effort be made to have more people, who are making their living solely out of the tourist, become active members of the board. I feel confident it would be to the benefit of our community and if we stop and ask ourselves what are the functions of a good Board of Trade, I think the answer should be "a group of public spirited men working together for the betterment of the community in which we live."

Commerk Merchants Whip BCD's 5-3, As S'land, G'men Tie

In Commercial League play last weekend, Merchants extended their league lead when they downed BCD's 5-3, while runner-up Summerland was being held to a 4-all tie by last place Garagemen.

Moore, Johnson, Byers (2) and Getz tallied for Merchants; Armstrong, Gates and Tomlin for BCD's; Parker, Bird (2) and Burgart tallied for the G'men; Hooker, Dumont, Taylor and Kato scored for Sum'land.

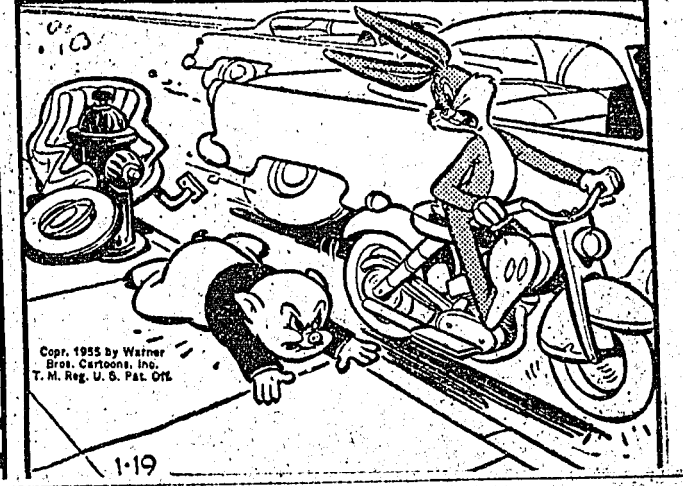
Henry Ford's first auto in 1892 had a two-cylinder engine of four horsepower.

ing location of a western plant.

At present the committee is concentrating on finding a suitable site for the proposed new theatre; this was disclosed in the annual report of the industrial committee submitted by chairman J. W. Lawrence at the annual meeting held last Thursday. The report also told of a dry kiln, sawmill and planer plants being located here, in large measure, owing to the efforts of the committee.

The committee has studied many matters from requirements of a road sign to the proposed \$18,000,000 Okanagan Lake bridge, the report disclosed.

BUGS BUNNY

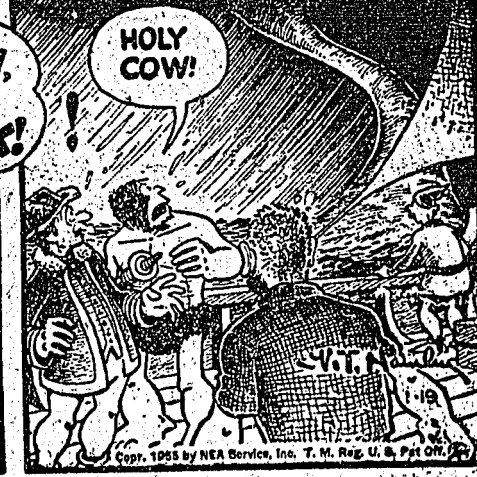


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See and smell this exceptional tea in the cup. Admire its deep golden radiance, its bouquet of obvious authority.

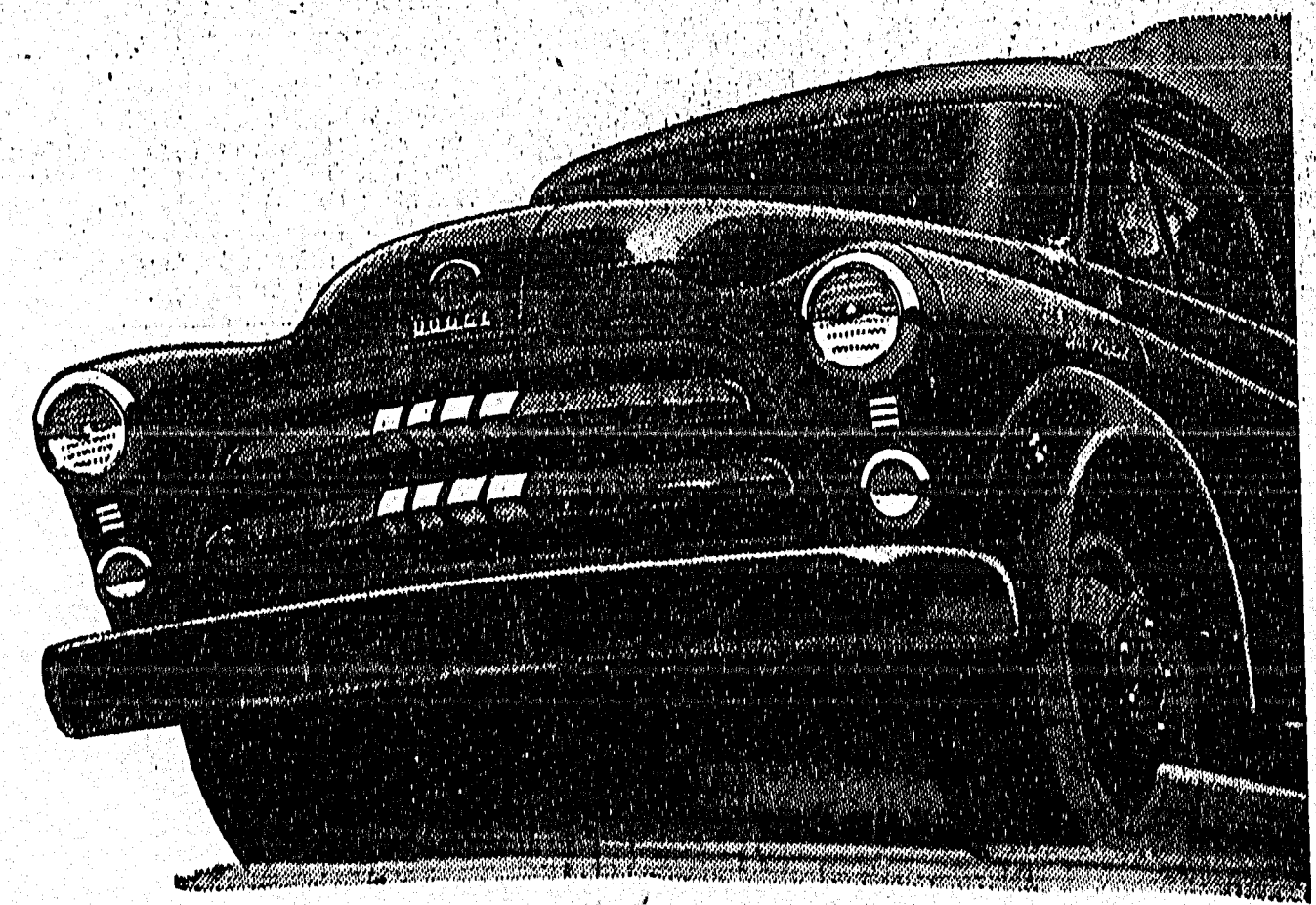
Then taste its vigor! Very likely you'll agree you can't beat the extra flavor and zip of Canterbury Orange Pekoe—at any price!

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Sports Retorts

BY JOHN YEOMANS

We've heard a lot of suggestions within the last few weeks about what the Vees should do, what they shouldn't do, how to beat the Russians, how to look after corners on their feet, etc. Some of the suggestions have been good — and some have been plain corny.

But of all the suggestions that have come our way, the one that takes the cake is this idea of Montreal Canadiens' coach Dick Irvin that six of the top NHL players should "bolster" (that's the most unusually used verb we've seen in quite a while) the Vees on their trip to Europe.

The story on this sports page gives the details, as written by Montreal Star columnist Andy O'Brien. No, it's not a joke... that's the funny part about it all.

There are bucketfuls of logical reasons why this suggestion is preposterous, not the least among which is the simple but neon-lit fact that Jean Beliveau, Red Kelly, Harry Lumley and Co. are about as professional a bunch of puckchasers as you could find anywhere. This World Puck Fest is for amateurs.

Sure, we all know that the Pentiction Vees and Moscow Dynamos get more out of hockey than just bruises and perspiration. It's not purely and simply a hobby for these boys, shall we say. Nevertheless, the hockey they play is accepted as "amateur"... not milk-white amateur, but close enough so one wouldn't notice the difference after the sun goes down.

Put Messrs. Gordie Howe, Sid Smith and Doug Harvey in with the Vees, though, and a stone-deaf man would hear the repercussions. Brother, the Russian press would have a red-letter field day, win or lose or draw. There'd be nothing like it since the time when the Czar got bumped off. The West's propaganda campaign would be put back about six years, and Louis St. Laurent would no doubt receive a salty note from the White House hinting at further trade restrictions, tariff barriers and America-firstism as punishment. Our name would be M-U-D, pronounced, "Holy Cow! have we got holes in our heads?"

From all this no doubt the reader is beginning to suspect that Retorts is not quite, completely, wholeheartedly and 100 percent in accord with Mr. Irvin's view regarding adding half a dozen NHL players to the Vees. The reader will be surprised to hear that his faint suspicions are not entirely without foundation. Why? Because we think Mr. Irvin's suggestion is for the birds.

For one thing, the Russkies are going to be so hopelessly outclassed it isn't funny. Unless they are a very different team to the one that got licked 5-2 by a Swedish outfit a few weeks back, the whole thing should be a bit like a picnic... with pucks instead of ants, and the Russians getting them all.

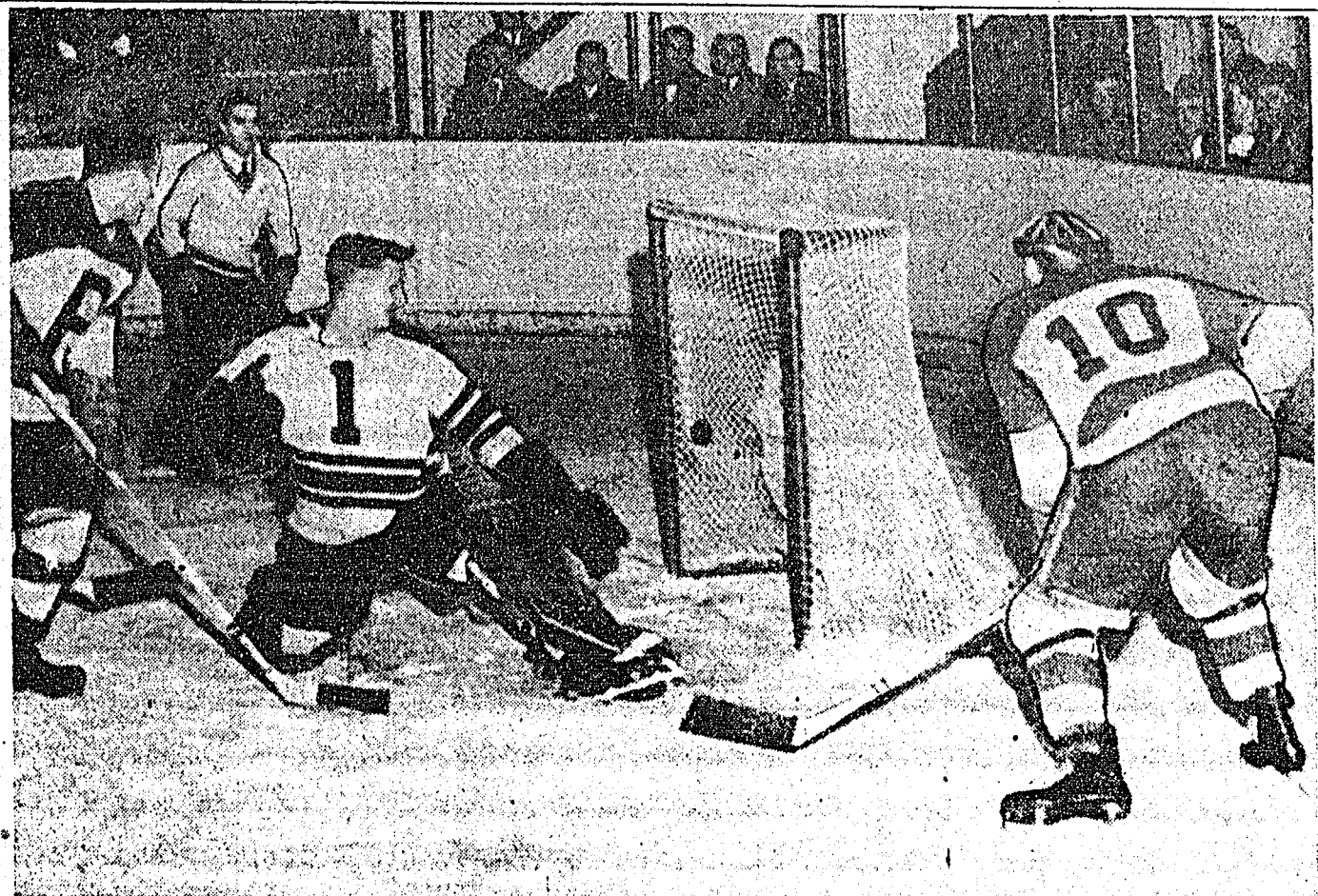
Sure, anything can happen, but so could anything happen with Gordie Howe taking passes from Jack McIntyre and Dino Mascotto. Neither NHL nor Bantam League players would fit in with the Vees if they tried to do it cold, without previous practice together. Put Le Gros Jean Beliveau in with the Vees and result would be chaos... like mixing paraffin with Creme de Menthe just to give the latter more kick.

No, Mr. Irvin, your suggestion would be nothing more than laughable, if it weren't for the danger that eastern folk — with the exception of Max Silverman — might just consider your suggestion a good one.

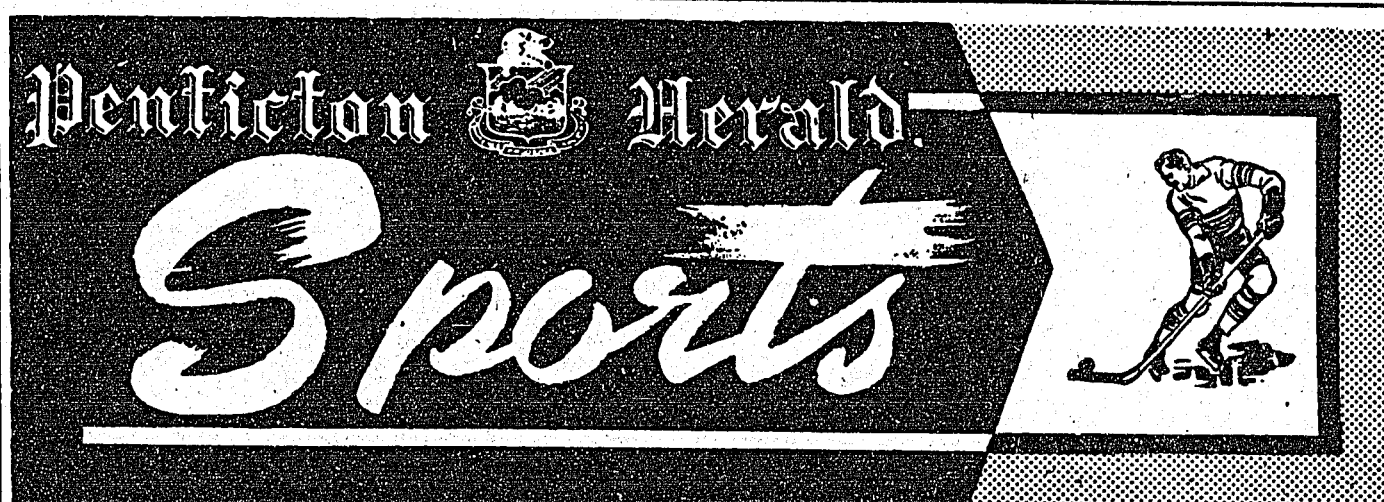
CONGRATULATIONS TO GRANT WARWICK !! We all knew he was the Province's "Athlete of the year" last Friday, of course — and most of us probably knew, deep down inside, that he was anybody's B.C. Athlete of the Year long before there was any hint of Grant's winning the Hector McDonald Trophy. Anyway, whether we all know of it before or not, hat's off with the biggest flourish we can muster to the greatest little hockey player we can think of.

Wonder what happened to the fans last night? A near sell-out was expected for Vees-Elks tussle and to see Grant receive his trophy, yet there couldn't have been more than 2,000 at the most. Too bad... The club can sure use that extra hundred dollars per game right now.

Vees 5 Wins Away From OSAHL Title



BINGO! BILL WARWICK FINISHES OFF one of the prettiest passing plays of the evening banging the rubber into the twine to open the scoring midway through the first period of last night's game here against Kamloops Elks. It was George McAvoy who started this one on its way with Grant Warwick also earning an assist on the play. That's Vees' Jack McIntyre out in front of goalie Boomer Rodzinyak, waiting for the rebound and there was a gang of Elks players bunched out front who witnessed the famous Warwick kicker.



Montreal Coach Wants 6 NHL Men To Bolster Vees

MONTREAL — (BUP) — Coach Dick Irvin of the Montreal Canadiens has suggested that six National Hockey League players be sent to the Pentiction Vees to bolster Canada's team in the world hockey tournament.

With the honor of Canada involved, Irvin argues that the National Hockey League should contribute one team of six players, two from each of the three strong clubs, it was reported by Andy O'Brien, Montreal Star sports columnist.

Irvin proposed that Jean Beliveau and Doug Harvey be sent from the Canadiens, Red Kelly and Gordie Howe from Detroit, and Sid Smith and Harry Lumley from Toronto.

"Irvin argued that the players would only be away from their teams for about 10 days," O'Brien reported.

O'Brien added that "speed is the key to beating the Reds. They play strictly positional hockey," he wrote.

"It is not only important that we beat Russia but that we beat them by a high score," he added.

Kelowna's Mike Durban is leading the league in game-winning goals with five. Agar (Vernon), Hryciuk (Kamloops) and Shabaga (Bill Warwick and Grant Warwick (Vees) have four each.

Pentiction Vees have won 18 home games this season.

McLelland, B. Warwick, MacDonald Still Tops In OSAHL Statistics

The OSAHL individual scoring list remained pretty well static last week, with no great point-getting outburst by any of the Top Dozen. Only difference to the standing was the replacement of Kelowna's Culley by team-mate Durban among the select 12 players. Also, the Vees' Jack McIntyre picked up enough points to tie Grant Warwick for 12th spot.

Following are the individual scoring records up to and including all league games played last weekend:

NAME	TEAM	GP	G	A	Pts	PIM
B. Warwick, Pentiction		44	30	25	55	137
J. MacDonald, Pentiction		43	13	37	50	58
G. Agar, Vernon		37	13	30	43	95
J. Middleton, Kelowna		38	19	23	42	9
B. Hryciuk, Kamloops		41	18	24	42	4
F. King, Vernon		39	20	21	41	101
D. Kilburn, Pentiction		44	19	22	41	17
D. Slater, Kamloops		44	17	23	40	36
M. Durban, Kelowna		42	19	20	39	26
K. Booth, Kelowna		43	9	30	39	2
W. Schmidt, Vernon		43	13	25	38	35
G. Warwick, Pentiction		30	15	22	37	62
J. McIntyre, Pentiction		44	14	23	37	26

Most significant development as far as the Allan Cup champions are concerned is the goal of goalie Ivan McLelland. The stellar netminder allowed only five goals in three league tilts last week, and lowered his average from 3.40 goals allowed per game all the way down to 3.28, for one of the best averages he has held this season.

NAME	TEAM	GP	GA	SO	AVG	PIM
I. McLelland, Pentiction		43	141	1	3.28	0
B. Lalonde, Kelowna		38	141	1	3.71	19
H. Gordon, Vernon		41	155	0	3.78	10
B. Rodzinyak, Kamloops		38	146	2	3.84	0

Nelson Maple Leafs In Bad Shape: \$15,000 In Red

Nelson Maple Leafs, the team that surprised everybody by almost knocking the Pentiction Vees out of further Allan Cup contention in the B.C. finals last season, is reportedly in poor shape financially. Because of the interest that Pentiction hockey fans have in this centre's hockey team, the Herald publishes the following story, taken from a Nelson newspaper last week:

NELSON — The full measure of the financial plight of Nelson Senior Hockey Club came to light Wednesday afternoon.

The club has liabilities totalling \$15,348.91. Receipts so far this season amount to \$32,415.17, expenditures have been \$47,764.11.

Here are the details: Net receipts from the mid-summer hockey game and all league games to date after arena, ticket takers and other expenses, at \$21,233.00. The Booster Club has donated \$6,000 and from the balance of last year's take, plus insurance refund and donations, etc. \$2,181.20 has been derived to bring the total receipts to \$32,415.17.

The larger item of expenditure, salaries for the coach, players and trainers, totals \$23,930.87. Referees have been paid \$535. Arena rental has totalled \$5,747.50. This figure also includes pay for doorkeepers, ticket sellers, etc.

Transportation to and out of town games has cost the club \$2,550.78, while meals and hotels while away has cost \$2,147.25. The club has paid \$2,156.20 for amusement tax which this season is 15 per cent. This alone represents a reduction of \$2,000 at the gate as ticket prices were lowered this year.

A total of \$1,128.08 was spent in player purchase and their reinstatement. Scouting, training camp, players' transportation and board and room during camp cost an added \$2,530.20.

The balance of the expenditure of \$2,179.83 covers such items as laundry, medical supplies and assessments to the league and the British Columbia Amateur Hockey Association. \$257.02 has been paid to the league with an added \$417.21 to the BCAAHA. The cost of procuring tickets, sending wires, telephone calls and

advertising makes up the balance of the cost, leaving a bank overdraft of \$9,851.43, which is covered by personal guarantees by the executive.

The club owes the receiver general of Canada \$1,331.80 for income tax from deductions on the players' salaries. On top of this there is a penalty of \$100 to the receiver general for late remittance.

Outstanding accounts for equipment supplies, mostly to local businesses to the amount of \$1,082.71. The total liabilities including the bank overdraft, accounts payable and the amount owing to the government for income tax as of January 5, 1955, is \$15,348.91.

The executive announced this is the maximum amount and there are some factors which could reduce this figure. It is the executive's intention to reduce all costs so that for the balance of the season there will be no further deficit. There is a possibility of retrieving some of the lost ground, President E. A. Mann said.

	PL	W	L	T	PT	GF	GA
PENTICTON VEES	45	25	16	4	54	181	148
VERNON CANADIANS	44	20	21	3	43	170	168
KAMLOOPS ELKS	45	19	23	3	41	161	178
KELOWNA PACKERS	44	19	23	2	40	154	172

Nip Elks 4-3 In Last Night's Tilt

Pentiction Vees presented coach Grant Warwick with a hard-earned 4-3 victory over the Kamloops Elks here last night, a suitable gift to the famous playing-coach of the 1954 Allan Cup champs on the night of the official presentation to him of the Vancouver Province's "Athlete of the Year" Hector McDonald trophy. It was no easy job, though, as the mainline crew showed complete reversal of form over their last performance here when they were drubbed 11-1.

The Vees outplayed their rivals, but not by much, as the game was decided in doubt until the final whistle. Kamloops' Rodzinyak was particularly brilliant, kicking out 35 shots to only 14 by Ivan McLelland. The trio that got by Ivan were all toughies, except for a dribbler by Gooden in the opener that should have been stopped.

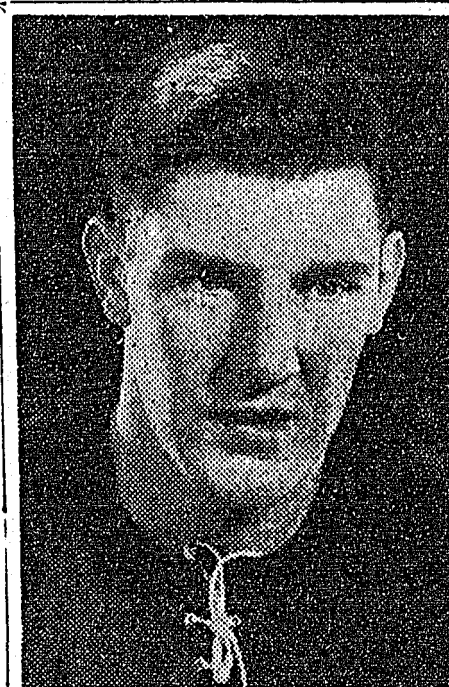
Though the game was fairly even territorially, the winners set up many more scoring opportunities, and were unlucky not to have winked that red light more often.

For example, Jim Fairburn was felled three times on solo break-aways. He managed to make up for it with a tally at 14:35 of the finale.

The tilt started out slowly and was ragged until midway through the sandwich session. After that things picked up and the game ended in a blaze of fast, exciting puck-chasing. It was a clean game, with referee Peters only having to dish out six minors.

Bill Warwick notched his first tally here in weeks to draw first blood, but Gooden, newcomer to the Elks, sent the teams into the second period in a one-all tie. Shabaga made it 2-1 with the only goal of the second frame. McCully went on a one-man spree in the finale with a neat pair of goals, but Fairburn and MacDonald matched his tallies for the tight win.

The Vees now have nine game left, and with their 11 point lead need only five wins, any five, to clinch their third straight OSAHL title.



GEORGE MCAVOY... Picks up trio of assists

Also, if the Vernon Canadians lose five, and the Kamloops Elks or Kelowna Packers lose three, the same condition applies.

First Period — 1, Pentiction, B. Warwick (G. Warwick, McAvoy) 13:27; 2, Kamloops, Gooden (Slater, Carlson) 17:08. Penalties — Kassian, Amundrud, Conn.

Second Period — 3, Pentiction, Shabaga (McAvoy) 5:29. Penalties — B. Warwick (2), Conn.

Third Period — 4, Kamloops, McCully (Taggart, Kerr) 10:16; 5, Pentiction, Fairburn (McAvoy, Kilburn) 14:35; 6, Pentiction, MacDonald (B. Warwick, G. Warwick) 16:25; 7, Kamloops, McCully (Kerr) 17:46. Penalties — none.

Maroons Ready For Allan Cup Warpath Again

Winnipeg Maroons, Allan Cup semi-finalists with the Pentiction Vees last season, will be a strong contender for honors again this season, judging from reports on the team which is just now shaping up for the playoffs.

Maroons have lost such stalwarts as coach Odie Lowe, now with Vernon Canadians, and Gary Aldern to the OHA junior Toronto Marlboros, and defenceman Bill Juzda, but have already lined up three good ex-pro replacements.

They are defencemen Chuck Lumsden and Sheldon Bloomer both big 200-pounders with AHL service, and forward Ian Macintosh, a scorer, with Vancouver Canucks, New York Rangers and USHL squads.

Holdovers include goalie Don Collins, defencemen Ward Brandon, Gordie Simpson and Tom Rocky and forwards Bill Robinson, Lou Joyal, Jim Young, Ken Little, Bruce Bell, Tom Marshall and Ken McKenzie.

Breath Of Spring? Baseballers Hold Annual Meet Sunday

The annual general meeting of the Okanagan Mainline Baseball League will take place in the Kelowna Memorial Arena this Sunday, January 23, starting at 2 p.m. sharp, reports league Secretary Harry Francis.

Bantam Puck Loop Goalies' Records

Though he has only played four of his team's eleven games, goalie J. Campbell of the Bantam Bruins is top-league goalie with a .75 goals-per-game average.

McCady, of the league-leading Canadians, and Harder, of the runner-up Rangers, are currently busy battling it out for top goalie honors among the more regular netminders. McCady has allowed an average of 1.27 goals in 11 games, and Harder has let an average of 1.72 by him, also in 11 league tilts.

Other goalie averages in the Pentiction Bantam loop are: Lougheed (Red Wings) 2.12; Howard (Bruins) 2.42; Gaye (Maple Leafs) 2.50; and Lowe (Black Hawks) 3.41.

Ed Kassian is the Vees' third highest goal-scorer with 16 tallies this season. Only players with more are Bill Warwick, 30, and Doug Kilburn, 19. Kassian has only played in 32 of the Vees' 44 league games.

Bill Warwick is the top hat-trick man in the OSAHL with four to his credit. Kamloops' Duke and Vernon's King have two each.

Pentiction Vees lead the OSAHL in total team assists with 259. Vernon has 232, Kelowna 218 and Kamloops 212.

Hockey

Okanagan Senior Amateur Hockey League

FRIDAY

Jan. 21 - 8.00 p.m.

Memorial Arena

Kelowna Packers

versus

Pentiction Vees

Pentiction City Band In Attendance.

Hockey tickets go on sale at 6 a.m. the day before a game at Cliff Greyhills, 381 Main St. Hours 9-11 a.m. and 12:30-5:30 p.m. Wed. 9 to 12 noon. Telephone 4115.

SEASON TICKETS Notice

Last quarter season tickets are now on sale... don't miss ANY of these final games... BIG things are planned!

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Geologists estimate the brink of Niagara Falls has moved seven miles upstream in 25,000 years.

About 65 per cent of the 1,000 employees at a U.S. Army Ordnance rebuild shop at Boeblingen, Germany, are refugees from countries now behind the Iron Curtain.



EXPORT
CANADA'S FINEST
CIGARETTE

Arena Schedule

January 19 — 4:00-6:00 p.m. figure skating; 6:00-7:30 p.m. senior hockey practice; 8:00-10:00 p.m. figure skating; 10:00-11:00 p.m. commercial hockey practice.
January 20 — 10:00-11:00 a.m. Peach Buds hockey; 3:00-5:30 p.m. children's skating session; 6:00-7:30 p.m. senior hockey practice; 8:00-10:00 p.m. adults only skating; 10:00-11:00 p.m. commercial hockey practice.

January 21 — 8:00 p.m. Vees vs. Kelowna Packers.

January 22 — 7:00-9:00 a.m. pre-bantam hockey; 9:30-12:00 a.m. figure skating; 12:00-1:00 p.m. Tebos Toddlers; 1:30-3:30 p.m. children's skating; 4:00-7:30 p.m. minor hockey; 8:00 p.m. B.C.D. Juveniles vs. Vernon Juveniles.

January 23 — 10:00-1:00 a.m. industrial hockey games; 2 p.m. Pentiction Combines vs. Kamloops (Intermediate); 4:30-8:00 p.m. figure skating; 8:30-10:30 Kinsmen skating, general.

January 24 — 10:00-11:00 a.m. Tiny Tots; 4:00-5:30 p.m. minor hockey; 6:00-7:30 p.m. senior hockey practice; 8:00-11:00 p.m. minor or hockey games.

January 25 — 10:00-11:00 a.m. Tiny Tots; 3:00-5:30 p.m. children's skating; 6:00-7:30 p.m. senior hockey practice; 8:00-10:00 p.m. general skating session; 10:00-11:00 p.m. intermediate hockey practice.

January 26 — 10:00-11:00 a.m. Tiny Tots; 11:00-12:00 a.m. industrial hockey.

Vernon Midget All-Stars Edge Local Squad 6-5

Vernon's All-star midget hockey team nipped a representative Pentiction outfit here 6-5 Monday night, in one of the more evenly matched tilts of the season. Vernon's McDowell collected a hat-trick during the proceedings, while Pentiction's Gartrell and Rose each tallied twice.

McDowell notched the first tally of the game at the 1:00 mark of the opener, and from there on the two teams matched each other goal for goal. Vernon led 3-2, Pentiction got the only goal of the second period and the visitors outscored their hosts 3-2 in the finale.

Each team was awarded a trio of penalties, all of them minors. Other scorers were Eyre for the local crew, and Harwood, Davidson and Palmer for the northerners.

First period — 1. Vernon, McDowell (unass) 1:00; 2. Pentiction, Gartrell (unass) 7:00; 3. Vernon, Harwood (Carwell) 11:45; 4. Pentiction, Rose (Nevens) 16:15; 5. Vernon, Davidson (Norris) 19:30.

Second period — 6. Pentiction, Rose (Nevens) 18:00. Penalties: Seelye, Ulevog.

Third period — 7. Vernon, McDowell (Hackman) 30:0; 8. Pentiction, Eyre (unass) 9:43; 9. Vernon, Palmer (unass) 12:00; 10. Vernon, McDowell (Davidson) 15:40; 11. Pentiction, Gartrell (unass) 17:00. Penalties: Kent (2), Martin, Christenson.

Twenty Goals In 11 Games Makes Lund Top Bantam Scorer

A pair of Bantam hockey players on the league leading Canadians outfit are currently setting a hot scoring pace atop the individual scoring list. Lund is well out in front with 23 points, which includes an amazing 20-goal output — collected in only 11 games. Four points behind is team-mate Cox with nine goals and 10 assists.

Following is a list of the top ten Bantam scorers, as at last week-end's games:

	G	A	Pts
Lund, Canadians	20	3	23
Cox, Canadians	9	10	19
* Harder, Blackhawks	7	10	17
Arlitt, Rangers	4	7	11
Zibin, Bruins	4	7	11
Dean, Canadians	3	8	11
Richards, Rangers	6	5	11
Skirmer, Rangers	6	5	11
Biagioni, Bruins	5	4	9
Lye, Rangers	6	2	8
O'Connell, Red Wings	5	3	8

Played 8 games for Canadians.

NARAMATA LOCALS

John Darling left Naramata today to begin a five-months' holiday tour abroad. He will journey across Canada to spend some time in Montreal before proceeding to New York where he will visit briefly prior to embarking on the liner Ryndam for England. Mr. Darling's plans include a visit to Dusseldorf, Germany, where he will attend the world hockey tournament and see the Vees in action. He will spend approximately two months touring Switzerland, France, Italy and Spain prior to returning to England where he will visit with relatives in Essex and Northumberland before returning home in July.

The annual meeting of the Naramata branch of the Canadian Red Cross Society will be held tomorrow, Thursday afternoon, at 2:30 p.m. in the community hall. Election of officers and reading of annual reports is scheduled for the meeting.

James Milton, of Vancouver, a former LTS student, was a visitor at the school on Thursday.

Mrs. W. V. Hardman and baby son Gregory Larry arrived home from the Pentiction Hospital yesterday.

Miss Ria Pederson, a nurse-in-training at St. Paul's Hospital, Vancouver, returned to the coast on Monday after spending her month's leave visiting her parents, Mr. and Mrs. Jens Pederson.

The annual congregational meeting of the Naramata United Church will be held on Monday evening, January 24, at 8 p.m. in the church hall. Reports will be submitted and elections held to fill vacancies on the board of stewards and the session.

W. O. June, chairman of Naramata local BCFGA, and Arnold Pederson, secretary, are in Kelowna to attend the three-day 66th annual session of the British Columbia Fruit Growers' Association as the local delegates.

Two new students have enrolled at the Christian Leadership Training School, Alan Billington, of Vancouver, and Vic Roberts, of Fort William, Ontario.

Mrs. George Tinning was re-elected president of the Guild to St. Peter's Anglican Church at the annual meeting held at her home on Wednesday following the regular January meeting. Mrs. G. P. Tinker assumed the chair in the absence of Rev. Canon A. R. Eagles, who was ill and

could not be present. Mrs. F. R. Cross was chosen honorary president; Mrs. Tinker, secretary; and Mrs. E. C. Tennant, treasurer. Reports submitted gave evidence to a very successful past year. Mrs. Tinning expressed appreciation to all for the splendid co-operation extended her during her term of office and thanked them later for the confidence shown her in again choosing her as the Guild's head officer. The next meeting will be held on February 2 at 7:30 p.m. at the home of Mrs. T. G. Jeal.

Bill Clarke left on Sunday for the Yukon to accept a position with the Keno Hill Mines after spending some time visiting in Naramata with his parents, Mr. and Mrs. T. E. Clarke.

Rev. Clyde Woodland, vice-principal Leadership Training School, was a Vancouver visitor for a few days last week. He returned Saturday morning accompanied by Miss Ruth Currie, Children's Editor of Sunday School Publications; Rev. Peter Gordon White, Editor-in-chief of Sunday School Publications, and Dr. Alvin Cooper, associate secretary of the board of Christian Education. The guests presented brief lectures to the students at the school before continuing on to Alberta Saturday afternoon.

Residents of Naramata will vote on a liquor plebiscite on February 3 and are being reminded to check on the voters' list to be certain their names are on it. Check the list at the Naramata Post Office or contact J. E. T. Warrington, Naramata.

On Saturday evening the recreation room at the Leadership Training School was decked with bales of hay, a chuck wagon and saddles for the students' old time dance which was also attended by a number of Naramata young people. Callers for the very enjoyable party were Miss Lois Haywood and Al Billington.

Cawston News

Cawston Board of Trade held its annual meeting on January 11 in the Community Hall. Reports of the fine protection committee and the summing up by the president, C. Morris, would seem to show that a great deal of correspondence had gone out to various government departments without having very much to show for it, but the community is well aware that the board of trade has spearheaded the movement for many improvements, such as telephone service, street lights, rural mail delivery, better roads and flood protection. The current series of lectures is the preliminary to forming a fire brigade and obtaining much needed fire fighting equipment.

J. Sanderson was elected president for the coming year with W. R. Ritchie, vice-president. The election of a secretary-treasurer was deferred to the next meeting, C. Finch carrying on until then. Four directors were elected, J. Dawson, C. Morris, H. Scheiber and W. N. Sinclair. Delegates to the Associated Boards of Trade dinner in Pentiction on January 26 will be J. Sanderson and E. Scheiber. The fall fair committee was re-elected en bloc, J. Sanderson, R. Lucich, C. Morris, E. Scheiber and J. Worsfold.

The Women's Association of the Cawston United Church gave a surprise party at the home of Mrs. Dan Spencers to honor Mrs. M. Whyte, their past president for 20 years, and Mrs. J. MacDonald, vice-president for 15 years. Games and contests were enjoyed and Mrs. Whyte was presented with a beautiful, framed photograph of blossom time in the Okanagan. Mrs. MacDonald received a cup and saucer.

Two representatives from the Fire Marshal's office gave the second lecture in a series of six on fire protection and civil defence in the community hall on Monday, January 10. About 30 were present. Instruction was given on types of hoses and their care and maintenance; fire extinguishers and a detailed description of the standard civil defence fire engine. Weather permitting, a practical demonstration of this fire engine will be given in February. Two films were shown, one on methods of fire fighting and the other showing the results of the atomic bombing of Hiroshima and Nagasaki.



Government Turns Down Request For Breakwater At Summerland

SUMMERLAND — Summerland Board of Trade was disappointed to receive a letter from the deputy minister of public works in Ottawa stating that the proposed breakwater would not be constructed since it appeared it was to be used for pleasure boats, and was not a commercial necessity.

Prior to this Ottawa had said that the report of the provincial engineer would be awaited before a decision was reached. Mr. Corbett of the district engineer's office at New Westminster was in Summerland on Tuesday and with Lorne Perry, secretary Summerland Board of Trade, and C. E. Bentley, of the trade board, looked over the situation.

Mr. Corbett favored locating the breakwater south of Evans' Point, thinking that there would be good parking space there, to complement it, due to the increased area made by the new road construction.

Apparently the federal department of public works did not wait to hear his reply. The Summerland Board of Trade has not given up the project and will continue to try to succeed with it as discussed at Thursday evening's regular meeting.

Bob Barkwill gave his report on the Santa Claus' visit, when 675 bags of candy were distributed to children, and others given to the Mountain View Home and the Summerland Hospital.

Notice was given of the annual meeting of the Associated Boards of Trade to be held in Pentiction January 26, to be attended by several Summerland Board of Trade members.

The guest speaker was RCMP Constable C. E. Piers, who gave an interesting talk on "Traffic and the Laws relating to it".

Reports Heard At Annual Meeting Of Pentiction Branch, SPCA

The year's activities were outlined at the annual meeting of Pentiction Branch, SPCA, held last week.

It was noted that 21 juniors have joined the local branch and have been placed in two classes, primary for ages 8 to 12 years, and juniors from 12 to 16 years. Gratification was expressed over the number in the classes and everything possible will be done to teach them the care and habits of different animals.

MEMBERSHIP PINS — Preceding the annual meeting, the primary class was welcomed by president Lloyd Reade and secretary Mrs. Myrtle Carter, who gave a talk on cats. An interesting film was shown by the Pentiction Film Council and membership pins were presented to the youngsters.

Annual reports were given to an audience of 54 and while Mr. Reade admitted there had been "ups and downs" during the year, he lauded the overall cooperation and commended Inspector Tom Swann, treasurer, H. Clark, and secretary, Mrs. Carter, for their untiring efforts at all times.

The general report showed that nine general, three executive and one special meetings were held during the year — subscription to two animal care magazines was taken out and will be sent to school libraries — 81 letters and 51 cards were mailed during the year and a float was entered in the Peach Festival parade. Money raising events included two rummage sales and the annual pre-Christmas activity bazaar.

INSPECTOR'S REPORT — Inspector Swann was installed in office and received his official badge of authorization. He reported 21 trips of investigation to points including Okanagan Falls, Keremeos, Bridesville, Yellow Lake, Shingle Creek, Garnett Valley, Summerland, Naramata, Oliver and Skaha Lake. Homes were found for six cats and six dogs. 92 cats were destroyed and three dogs were taken to the veterinarian for treatment. Homes were found for a number of neglected rabbits and an appeal for a puppy for a sick child was successful.

It was also noted that SPCA joined the United Welfare Appeal last year.

Mrs. Myrtle Carter consented to carry on with the primary class for the time being but suggested that all adult members take a turn in this work.

ANIMAL SHELTER — Question of an animal shelter was discussed and a committee made up of Mr. Reade, Mr. Swann and Major H. Fraser was formed to look into the matter and bring in a report at the next meeting.

Plans are underway for the annual "pre-Christmas activity day" bazaar which will be held November 26 in the K.P. hall. Mrs. Carter will act as general convenor.

It was decided to join the local film council so that primary members would be able to enjoy the monthly showing of pictures.

Following the meeting, refreshments were served under the sponsorship of Mrs. B. Serrie, assisted by Mrs. I. Rowe, Mrs. J. Riley, Mrs. T. Robinson and Mrs. E. Carter.

Next meeting is scheduled for February 9 in the Red Cross building, with primary classes at 7 p.m. and juniors and adults at 8:10 p.m.

Legion Branch At Summerland Elects Officers

SUMMERLAND — Nat May was elected president of the Summerland branch of the Canadian Legion at the regular meeting on Wednesday evening, W. C. McCutcheon was made first vice-president and George Clark, second vice-president.

The executive consists of Ross McLachlan, Howard Shannon, J. Selinger, L. Tripp and A. B. (Sandy) Caldwell.

Don Turnbull is the canteen chairman; D. C. Thompson heads the social committee; sergeant-at-arms is Dave Jack; joint committee chairman, Harold Smith, and membership committee, Max McKechnie and Ben Newton.

These officers were elected from a list submitted in nominations last month, and will be installed at the February meeting.

A Mexican freetail bat, banded at Carlsbad Caverns National Park, N.M., has been recovered in Jalisco state, Mexico, 800 miles south of the caverns.

WRITE a personal letter to our Vice-President, Dept. A, P.O. Box 88, Station J, Danforth, Toronto 6, Ontario.

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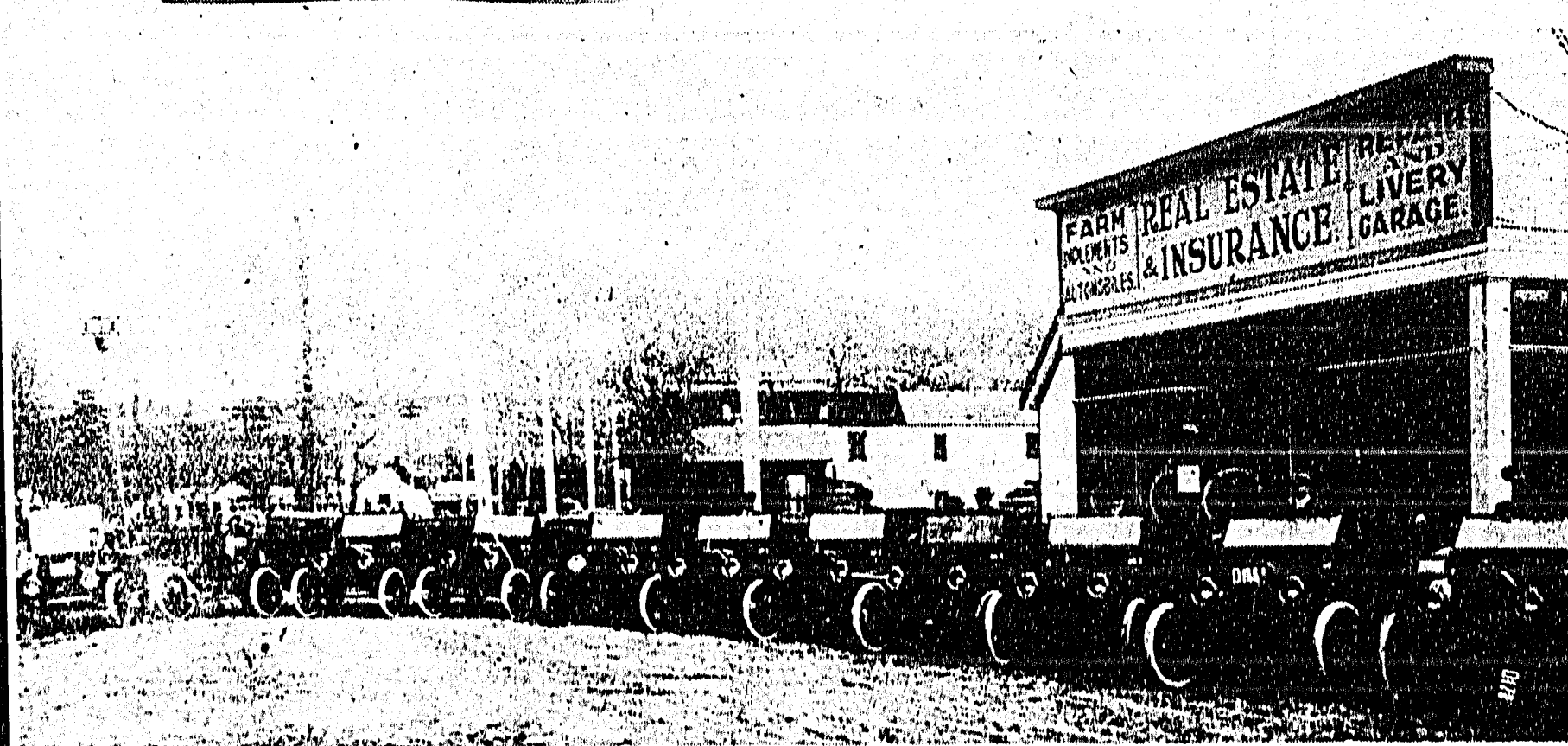
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It was a big day 40 years ago when 11 Pentiction residents received delivery of their big new powerful... "with more than that's new than ever before" FORDS! Lined up for the occasion in front of Garage Owner Greer's place of business (now Lampard's Central Beer Bottle Pick-Up on Westminister Avenue just east of Main Street.) Although the people in the cars are not too clearly seen, an interested Herald reader who has been following this Dray and Express series identifies several of them as follows: from left to right, first car unknown; second, the late "Mutt" Parrott; then Dr. H. McGregor, Sr.; Dr. R. B. White, both former pioneer doctors of the district; the next three are unidentified; the eighth car shows Mr. and Mrs. A. S. Whitefield, still residents of Pentiction; then Charlie Butler and Charlie Greer, who were local businessmen for many years; and finally an unidentified policeman. Mr. Greer was the Ford dealer at that time, 11 cars was his quota for the year!

Just around the corner from where this photo was taken, the Pentiction Dray and Express was already a thriving business, steadily growing into the husky fuel and transport business that it is today. Pentiction Dray is proud of the part it has been able to play in the steady growth of our wonderful community and looks forward to many more years of service to the city.

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Report Of B.C. Tree Fruits' Sales Manager J.B. Lander (Continued)

(Cont. from Front Second Sec.)

son, prunes suffered due to climatic conditions. There was heavy cullage, due to rain damage, which occurred during the latter part of the season. It was a long drawn out season — we were shipping prunes up to the first week in October. During a two-week period in the middle of the prune deal, we had difficulty in clearing the daily pack.

This commodity is a "natural" as a weight-maker for cars which are directed to prairie country points. The ideal time for the heavy movement of country mixtures is during the latter part of August and early September.

Plums
Sales to the fresh fruit market were approximately 70 percent of the 1953 tonnage. This past season we sold 38,957 lugs, and 7,196 six-quart baskets — in 1953, 59,919 lugs.

Each year there is less demand for plums, and we feel this is due to a combination of several factors:

(1) The availability of good dessert varieties from California, naming one — Santa Rosas, which is offered long before our plums are ready, and continues to be a strong competitor when our fruit is on the market.

(2) Consumer preference for prunes rather than plums.

(3) A multiplicity of varieties, some of which are not very attractive, and there is a reluctance on the part of the retailer and consumer, in volume markets, to purchase these when well known and popular varieties of plums are available.

BARTLETT'S

Sales on the fresh fruit market were 226,567 standard boxes, compared with 261,732 in 1953, and sales of Juniors 117,986, as against 172,011 in the previous season.

Junior Bartletts have continued to be popular. At the first of the season, there is not the demand for this pack, but when the consumers become interested in preserving, the acceleration in sales is quickly noticeable.

A substantial proportion of our Bartletts was sold to the provinces of Quebec and Ontario, and two cars were shipped to the Maritimes, also 30 cars to various United States points.

As our Bartlett production increases, we must develop and maintain the widest possible distribution.

While Western Canada absorbed 77 percent of the crop, the Eastern markets will always be required for a substantial quantity. Therefore, we can not emphasize too strongly the absolute necessity of exercising the greatest care in having the best possible product available for these discriminating markets.

In Eastern Canada and the United States, and, for that matter, in Western Canada, our Bartletts will be confronted with competition from California and the Northwest. Our pack and grading must be equal of the Bartletts which the trade can obtain elsewhere.

This year we cleaned up considerably earlier which gave us a better start on our Flemish.

Although cannery sales were almost double last year, the quantity sold to canners was still not very large, as you will observe from our comments on cannery sales.

Fresh sales were 71,998 — the previous year 101,228.

Sales to the United States materially assisted us in moving this volume — approximately 60 percent of our fresh tonnage moved to the United States markets.

Over the years, we have found that it is best to sell Flemish as early as possible, and we quoted the United States markets just as soon as we had this variety to offer.

Even with constant sales pressure, and less competition from Bartletts, the Western Canada markets did not take a very large volume of this variety. Every market reported consumer resistance to Flemish. This variety is not gaining in popularity. On the United States auctions late last fall, California Bartletts were realizing anywhere from \$2.00 to \$2.75 more than Flemish on the same date.

Anjous

The production of this variety was somewhat less than in 1953, when we marketed 130,007, and this year up to December 31 we had sold 95,889, and have remaining approximately 14,000, of which about 7,300 boxes are vacuum packed.

It is in our best interests to keep a stock of Anjous for the Western Canadian consumer throughout the winter. We want to encourage the consumption of pears throughout the winter months. The vacuum pack may greatly assist in providing Anjous in satisfactory condition, for long storage.

Sales to Eastern Canada were quite substantial, 55 percent of our shipments to date having been sold there.

Very satisfactory deliveries were made, and we have built up a reputation in Eastern Canada on our Anjous. Anjous, like Bartletts, must be given the best of handling so that our quality had a heavier crop than a year ago.

and pack will enable us to compete successfully in distant markets. More than ever, we require the Eastern Canadian market, and also must sell some Anjous in the United States.

Assorted Pears

Sundry varieties have little or no consumer appeal, and therefore should be eliminated as soon as it is economically possible to do so, either by tree removal or top working to the more desirable varieties. With a normal crop of Bartletts, Flemish and Anjous, we have three well known varieties, the volume of which will adequately satisfy the pear requirements of the consumer. Eastern Canada purchase a few Bosc, but the prospective volume there does not justify further plantings.

Pears — Vacuum Packed

This method of packing pears has now been established in the large pear producing areas of California, Oregon and Washington, and it is expected that increased quantities of vacuum packed will be offered from now on, as it significantly extends the storage and shelf life of the fruit, and has met with general consumer acceptance in all markets.

After a great deal of investigational work by members of our organization, we decided to put up an experimental pack, consisting of approximately 10,000 boxes, mainly of the D'Anjous variety.

The following are the points of interest pertaining to this type of pack:

1. It is essential that only sound pears, free from bruising and defects, harvested at optimum maturity, be used in the vacuum type pack.

2. The pear boxes must be lined with full depth waxed cardboard collars, with a cardboard sheet on the bottom. This collar and layer sheet protects the polyethylene bag from being punctured by silvers, on rough undressed shooks.

3. A polyethylene bag of 1.5 gauge is inserted into the wooden box as a liner prior to packing.

Due to the high humidity that develops within the sealed bags, which is conducive to mould and decay, and in order to guard against this deterioration, pears must be treated prior to packing, with a stop-mould wash. In order to accomplish this operation, it was necessary to purchase and install a regular washing machine at the packinghouse where this experiment took place. The pears were wrapped with a special copper-treated fruit wrap, which is also a deterrent against mould.

5. After the packing is completed, the air is withdrawn from the bags. This facilitates lidding, and guards against the bags inflating when lid pressure is applied. The edges of the lining bag are gathered together, twisted, and tied in order to make a complete seal. At a temperature of 31 degrees a carbon dioxide gas accumulates from one percent to 3 1/2 percent, while the oxygen level is maintained at approximately 13 percent to 18 percent.

6. Vacuum packed pears should be ripened at the usual ripening temperature of 65 to 70 degrees but the bags should be punctured after removal from storage, otherwise the fruit could develop an off flavor if allowed to ripen in the sealed bags.

We still have the bulk of our vacuum packed holdings in a valley cold storage — these are being examined periodically. They are in excellent condition at the present time, and our hopes are that, with this new type of protection, they will remain so for some months to come.

It is our plan to market these pears over a protracted period, the length of which will be determined by the keepability of the fruit. Now that the expense of specially selecting and expertly packing this fruit has been incurred, we want to follow through the experiment to a conclusion, and to learn whether the consumer is prepared to pay a fair price for pears in the spring months.

For the assistance in this important experiment, contributed by the members of the Summerland Experimental Station, we wish to express our appreciation to Dr. Fisher and Stan Porritt.

Grapes

A disappointingly small crop — less than 100,000 baskets were shipped fresh, exact figure 92,230. This against 169,738 in 1953. The unfavorable climatic conditions adversely affected the production — many of the grapes never did mature, and it was necessary to leave them on the vines.

Had supplies been available in volume, we could have obtained more business in Saskatchewan, and perhaps, made an occasional sale in Manitoba.

The Ontario crop was lighter than anticipated, and again this year there was a keen winery demand for Ontario grapes.

More and more grapes are being produced in the Fraser Valley, which is curtailing our distribution to Vancouver. The markets in the interior of British Columbia and Alberta give the most promise.

Cranberries

One commodity on which we had a heavier crop than a year ago.

ago.

Sales of Transcendents amounted to 54,756 boxes, as compared with 33,507 a year ago. Of this quantity 16,717 were shipped to the United States for processing. Clean fruit is required to meet the processors' requirements.

Sales of Hyslops, in standard boxes, 42,851, and 21,779 junior boxes. This compared with 40,757 on the basis of standard boxes a year ago. Approximately 60 percent of the standard boxes, actual figure 25,343 boxes, were exported to the United States, the most of which were directed to processing firms.

Junior crabapples have proven popular on the prairie markets — for some households a standard box of crabapples is too much, and the junior nicely meets their needs.

Prairie crabs are being produced to the point that it will shortly adversely affect the volume of our crabs.

CANADIAN APPLE PICTURE

The apple production in every province has increased in 1954 over 1953, with the exception of minor differences in New Brunswick and British Columbia. The estimated production in the Okanagan, Kootenay and Creston Valleys is 5,645,700.

Nova Scotia Crop Damage

"Hurricane Edna," which cut a swath through a section of the United States, did not finish its rampage until it had passed through the Annapolis Valley of Nova Scotia, on the night of September 11, blowing a proportion of the Nova Scotia apple crop off the trees.

To assist the growers, the Federal government consummated an arrangement whereby sound, orchard run apples, suitable for processing would be purchased at 90 cents per bushel, of 45 lbs., delivered at designated warehouses. Some relaxation was also given on grades of apples for shipment to the fresh market within the province.

Despite the hurricane damage to the Nova Scotia crop, a large proportion of the fruit was salvaged. Figures indicate that that province has approximately 500,000 bushels more to market than a year ago.

McIntosh Sales

As both Ontario and Quebec had larger apple crops, McIntosh showing the greatest increase, this has precluded our marketing any substantial amount of Macs in the east this year. Also, another contributing factor to our decline in McIntosh volume there was the large quantities of Michigan and western New York McIntosh which have been imported into Ontario. The Michigan growers are under pressure to sell Macs, as their distribution was curtailed due to the hurricane fruit shutting them out of their normal market.

McIntosh shipments to January 3 were 1,589,740, distributed as follows:

Western Canada	1,081,927
Eastern Canada	112,936
United States	249,470
United Kingdom	144,807
Sweden	600
Total	1,589,740
Leaving on hand	242,742

The preponderance to Cee grade Macs this past season necessitated recently our having to reduce the price in order to effect clearance while the remaining Cee grade fruit was commercially sound.

Apple Distribution

The following are the areas in which we sold our apples:

Western Canada	1,495,057
Eastern Canada	232,902
United States	769,420
United Kingdom	453,411
Other off-shore markets	71,182

Deducting the above sales, and cannery sales, from our total crop figures, our holdings at January 3 were 2,003,088, consisting of the following varieties:

McIntosh	242,742
Red Delicious	235,069
Golden Delicious	112,636
Romes	183,358
Staymans	72,184
Spitz	6,150
Winosaps	617,021
Newtowns	492,832
Others	35,107

Processing apples are not included in the foregoing figures. Briefly commenting on Canadian apple sales, in No. 10 province — Newfoundland — we have shown an increase of nearly 6,000 boxes over last year. We do a very fine business there, considering that the transportation costs are almost the equal of those to the United Kingdom. This market uses principally Delicious and Winosaps, but we sold over 10,000 McIntosh there this season.

Distribution in the Maritimes has been slightly less, Nova Scotia in particular. This is due to the presence of so many cheap apples marketed under the "Hurricane Grade".

As previously mentioned, the movement to Ontario and Quebec has been considerably less than a year ago, because of the larger crop of McIntosh in those two provinces, and the heavy importations of Michigan and New York Macs.

With the low freight rate into those Eastern Provinces from these two States, we can not possibly compete. Even the Ontario growers were complaining bitterly about this competition.

Sales in Western Canada are not quite up to last year's figures, however, during January last year, volume in the four Western Provinces was only moderate, because the wholesalers were cleaning up on Macs which they had purchased during December.

With considerably less apples in destination storage this year, it is reasonable to assume that our apple volume will be constant, and we should pick up the slack and equal last year's sales to Western Canada in the next month.

Overseas Trade

As at December 31, sales in this category, exclusive of Great Britain, were approximately 70 percent of the 1953 figures. Our shipments to both British Malaya and Venezuela are down a third, while increases were obtained to Hongkong, Indonesia and British West Indies. We made our first shipment to Peru, and put a car of McIntosh Red into Sweden — the first since prewar days.

We were excluded from Brazil due to the high cost of U.S. dollars for non-essentials. Japanese apples have interfered with our activities in British Malaya, and in Venezuela it has been a matter of over-selective manifests demanded by the trade.

Enquiries continue to reach us from former importing areas, but the cost of British Columbia fruit so far exceeds that at which supplies from closer producing sections can be obtained that business in our apples does not eventuate. This emphasizes a factor which is often lost sight of — that only by superiority of product can we hope to enlist and retain the interest of buyers at prices in which transportation is so large an item.

United Kingdom

Influenced almost entirely by the risks involved, and the availability, or otherwise, of cargo space during the war period, and by currency difficulties during the post-war period, shipments to the United Kingdom have been somewhat erratic.

Since 1941, there have been five years during which a complete embargo has existed. In other years, our shipments have varied from a low of 200,000 boxes in 1943 to a high of over 2 1/2 million boxes in 1946. These figures show the disparity which has existed from year to year, and the difficulties with which we have been faced in setting out a packing program. This is especially true when final negotiations can not be completed until early October, as was the case last year.

In 1951, the United Kingdom government allocated a substantial amount of scarce dollars for the purchase of North American apples. Both Canada and the United States participated. Under this program we shipped 787,287 boxes.

We will review briefly the negotiations which have taken place since 1952. When no orders were forthcoming in 1952, strong representations were made by the Canadian Horticultural Council for some entry into that market, but without avail.

In 1953, a delegation, sponsored by the Canadian Horticultural Council, attended the Commonwealth Fruit Conference, and urged in the strongest possible manner that the Canadian industry should not be "brushed off". Progress was made, but no actual shipments occurred during 1953. Negotiations were reopened in February of last year. In June, deputations from the Okanagan, and from Nova Scotia, had a conference with the Hon. Peter Thorneycroft, president of the United Kingdom Board of Trade.

In July, the Deputy Minister of the Federal Department of Trade and Commerce, and the Deputy Minister of the Federal Department of Agriculture, presented strong cases to the British government. They were joined by a representative, again sponsored by the Canadian Horticultural Council, in the person of Mr. Lloyd, to urge the case further. It became apparent that both the United Kingdom Board of Trade, and the Ministry of Food were favorably inclined towards the application, and it remained to persuade the United Kingdom Treasury that the money could, and should be spared.

As a result, £1,500,000 Sterling was allocated for the purchase of North American apples. The Canadian portion was £900,000 and the United States £600,000. Converted into dollars, the Canadian share was approximately \$2,430,000. Only one-sixth of the dollar allocation could be used for shipments to arrive at United Kingdom ports during December. The balance of the licenses are valid until June 30 of this year.

For arrival during December, we quoted only McIntosh and Jonathans, reserving our harder varieties for the second period. Sales of the two early varieties aggregated approximately 170,000 boxes, all of which had been shipped at the year-end. Delicious, Winosap and Newtown took up the major portion of sales for the second period. In the ratio of 40, 35 and 25 per hundred, the balance being small quantities of Staymans, Spartan and Spitzberg. These latter varieties do not readily attract the British fruit trade.

Our total sales have run to slightly over 700,000 boxes, and did our supply position warrant it, we could easily have reached 750,000. The Canadian and United States markets are expected to consume the balance of our small sizes at satisfactory values.

The other Canadian provinces have not participated to any great extent in the deal. Through authoritative sources, we understand Nova Scotia has shipped approximately 13,757 boxes. Ontario's participation was insignificant, and Quebec did not choose to export.

It may be opportune to observe that the fruit market of the United Kingdom, as we know it in prewar days, seems to have disappeared. The trade is interested almost exclusively in Extra Fancy and Fancy fruit, and in a narrower size range than formerly. Production of home-grown fruit has increased, and an extensive European supplies are readily available at moderate cost compared with New World prices.

Interest is confined to dessert fruit, and unless we are prepared to supply fruit, the grading and packing of which compares favorably with that of other suppliers, we may expect to meet resistance to our offerings. In common with consumers in Canada and the United States, the people of the United Kingdom are more exacting today than ever before, and mediocre products will not be accepted.

United States Market

We have again enjoyed widespread distribution in most of the states of the Union, including Alaska. Generally speaking, our apples have met with a favorable reception, however, we cannot lose sight of the fact that we are selling on highly competitive markets, where color, pack and grade are the prime requisites in maintaining the reputation gained over the past few years.

It is not only a matter of being competitive in price, but also in grade, quality, color and pack. Eastern United States growing areas are making a determined effort to regain markets dominated by Washington and British Columbia apples. Through the use of the Western apple box, cell pack, and tray cartons, also through more attention to grading and packing, they have made some real progress in this direction.

The United States apple crop, as reported by the U.S. Department of Agriculture, totalled 103,773,000 boxes this year, as compared with about 93 million last year — two percent below the 1943-52 average. The heavier crop was in the Eastern growing areas, where the holdings are still comparatively heavy, as evidenced by the December 1st cold storage report, which showed six million boxes more on hand in the United States than on December 1 a year ago. In the Eastern United States the holdings were about 10 million boxes heavier, the West being four million boxes less.

In August and September, the two hurricanes did considerable damage to the Eastern United States apple crops, but a great deal of the apples were salvaged and placed in storage. A marketing program of this "Hurricane Grade" fruit was then carried out, extending almost to Christmas, and the low price at which these damaged apples sold in the Eastern States gave Washington and ourselves little opportunity to enter the Eastern United States seaboard markets.

It is quite evident that the sales of windfalls and hurricane McIntosh through retail channels hurt this variety in the eyes of the consumers. Large quantities were offered, and growers sought to get this fruit off their hands as rapidly as possible, holding back their good McIntosh. As a result, many of the consumers in the United States seaboard States did not see many good McIntosh in the fall, and apparently decided this variety was all poor. After being offered so many windfalls, and then ripe McIntosh, at prices nearly as high as good quality should bring, consumers backed away from the McIntosh. The result was we were unable to obtain distribution into those areas, that we generally enjoyed.

A considerable quantity of the bruised apples were sold to Eastern United States canners and processors, at prices well below last year's levels. This in turn reacted unfavorably in the processing demand from California and Washington canners and processors, who were unwilling to pay prices comparable to last year.

For the past two years, size has been an important factor in the marketing of Delicious and Red Delicious on United States markets. A great many markets will pay a premium for the larger sizes in these two varieties, and some areas will not buy Delicious and Red Delicious smaller than 113s.

This season we sold over 100,000 Extra Fancy McIntosh on United States markets, packed in the tray carton. The tray pack is very popular with the larger chain stores, and in the Chicago area many chains refuse to buy McIntosh or Delicious unless packed in trays.

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THE GOVERNMENT OF THE PROVINCE OF BRITISH COLUMBIA
"LIQUOR-CONTROL PLEBISCITES ACT"

Proclamation of Returning Officer PROVINCE OF BRITISH COLUMBIA

In Licensing Area No. 144, as designated under the "Government Liquor Act, 1953"

TO WIT:

PUBLIC NOTICE is hereby given to the electors in Licensing Area No. 144 comprising The Similkameen Electoral District save and except:

the Corporation of the City of Penticton,
the Corporation of the Village of Princeton,
the Corporation of the Village of Oliver,
the Corporation of the Village of Osoyoos,

that I have received Her Majesty's Writ to me directed, and bearing date the 11th day of January, 1955, commanding me to cause the following questions, namely:—

A Are you in favour of the sale of beer, ale and stout only under a public-house licence for consumption on licensed premises?

(Note: A public-house licence will be similar to the present beer-parlour licence.)

B Are you in favour of the sale of beer, ale, stout, and wine only under a dining-room licence for consumption with meals on licensed premises?

(Note: Dining-room licences will be granted to hotels, restaurants, clubs, railway-cars, steamships, and resorts.)

C Are you in favour of the sale of liquor under a dining-lounge licence for consumption with meals on licensed premises?

(Note: Dining-lounge licences will be issued principally to what are commonly known as cabarets, and to clubs.)

D Are you in favour of the sale of liquor under a lounge licence for consumption on licensed premises?

(Note: Lounge licences will be issued to cocktail-bars. They will be granted only to clubs, hotels, resorts, railway-cars and steamships.)

to be submitted according to the "Liquor-control Plebiscites Act" to the said electors in the licensing area aforesaid; and, further, that in obedience to the said Writ a poll shall be opened at 8 o'clock in the forenoon and shall be closed at 8 o'clock in the afternoon on the 3rd day of February, 1955, for taking and receiving the votes of the said electors aforesaid at the respective places in the said licensing area as follows:

ELECTORAL DISTRICT
SIMILKAMEEN

POLLING-PLACES

POLLING DIVISION	ADDRESS OF POLL
1 ALLENBY	Community Hall
2A ALLISON PASS EAST	Community Reading Room
3 CAWSTON	Community Hall
4 COPPER MOUNTAIN	Canadian Legion Hall
5 HEDLEY	Community Hall
6 KALEDEN	Community Hall
7 KEREMEOS	Victory Hall
10 NICKEL PLATE	Reading Room
11 OKANAGAN FALLS	Community Hall

Of which all persons are hereby required to take notice and to govern themselves accordingly.

GIVEN under my hand at Cawston, B.C., this 18th day of January, 1955.

A. S. WAINWRIGHT,
Returning Officer.



NOT QUICK AND TASTY Soup 'n Sausages

Here's a timely menu suggestion that will appeal to rugged cold-weather appetites! The whole family will enjoy it . . . and you'll appreciate its economy and ease of preparation.

SUPER-VALU

STORES
PENTICTON

SAUSAGES

Dinner	North Star	43¢
	Pure Pork	LB.
Beef	Large Casings	39¢
Breaded	Beef and Pork	39¢
	LB.	

PRIME RIB ROAST	Prime, Grade A Red Beef	59¢
RUMP ROAST	Boneless, Grade A Red Beef	67¢
SIDE BACON	Rindless, Cello Wrapped	31¢
	1/2 Lb.	
TOMATOES	Excellent for Slicing	25¢
	.14 oz. Tube	
CELERY	Crisp, Excellent for Cheese Sticks - Large	23¢
	Each	
CARROTS	Clip Top - Crisp and Sweet	2 lbs. 23¢
TURNIPS	Alberta - Serve mashed or in stew	2 lbs. 11¢
ORANGES	Large Size Sweet and Juicy	2 doz. 75¢
LEMONS	A Diet Essential	6 for 29¢
POTATOES	Dry Belt No. 2 Gems	100 Lb. Sack 3.69

Redeem your **COUPON** today!

BLUE OR WHITE



(NEW BLUE BOX) (FAMILIAR RED BOX)

CANNON tea towel or face cloth in every Package!

Giant Size with Coupon	71¢
Large Size with Coupon	31¢

You're **SURE** of **VALUE** at **SUPER-VALU**!

WADE AVE. — PENTICTON, B.C.

Tomato Soup

Campbells
10 oz. Tin

2 for 25¢

Sockeye Salmon

RED KING
Fancy
1/2 Lb.
Tin

3 for 99¢

Toilet Tissue

Downy Soft

4 rolls 45¢

CHOOSE FROM OUR COMPLETE SOUP VARIETY

Tomato Soup	Aylmer, 10 oz. Tin	2 for 25¢
Celery Soup	Campbells, 10 oz. Tin	2 for 29¢
Chicken Soup	Campbells, 10 oz. Tin	19¢
Mushroom Soup	Campbells, 10 oz. Tin	19¢
Green Pea Soup	Campbells, 10 oz. Tin	2 for 29¢

Miscellaneous

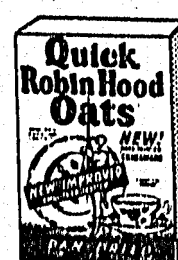
Fruit Cocktail	Hunts, 15 oz. Tin	2 for 49¢
Peas	Nabors, Fancy 4's	15 oz. Tin 18¢
Tomatoes	Standard, 28 oz. Tin	2 for 49¢
Tomato Juice	Hunts, 15 oz. Tin	2 for 25¢
Apple Juice	Sun-Hype, Clear, 20 oz. Tin	2 for 33¢
Sunny Boy Cereal	1 Lb. Carton	49¢
Corn Flakes	Kellogg's, 12 oz. carton	2 for 49¢
Party Mix Candy	Faultless, 14 oz. cello	39¢
Writing Pads	Super-Valu, 200 Sheets	53¢
Soda Biscuits	McCormicks, 1 Lb. Pkt	32¢
Baby Food	Holms, 5 oz. Tin	3 for 29¢
Baby Cereal	Holms, 8 oz. Pkt	22¢
Arrowroots	Christies, 1 Lb. Pkt	34¢
Cake Mixes	Pillsbury, White or Chocolate	Pkt 36¢
Kleenex	Regular 200's Pkt	2 for 37¢
Kotex	Regular Pkt of 30	89¢
Toothpaste	Pepsodent, Large Size	2 for 49¢
Chocolates	Martin Luther, 1 Lb. Box	89¢

New Onion Soup	Campbells, 10 oz. Tin	19¢
Glam Chowder Soup	Snows, 15 oz. Tin	33¢
Pea Soup	Habitant, 28 oz. Tin	22¢
Noodle Soup	Liptons, 2 pkts	25¢
Tomato-Vegable Soup	Liptons, 2 pkts	25¢

JEWEL

Shortening

2 pounds 49¢



ROBIN HOOD OATS

5-Lb. Bag 46¢



ROVER DOG FOOD

15 oz. Tin 3 for 29¢



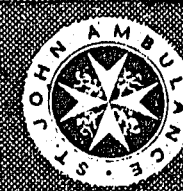
FRY'S COCOA

1/2 Lb. Tin 49¢

ALL PRICES EFFECTIVE
JANUARY 20, 21, 22

Store Hours

STORE HOURS
Mon., Tues., Thurs., Fri.,
8:30-5:30
Wed., 8:30-12 noon
Sat., 8:30-6 p.m.



What to do

TO TAKE A TEMPERATURE

"Taking the temperature" seems a simple enough procedure. Just stick a thermometer in the patient's mouth for a few minutes and read it.

But St. John Ambulance points out that to take a temperature properly — and avoid the spread of infection — a few simple precautions should be taken.

In the first place, you need more than the thermometer to do the job thoroughly — and especially if you're going to be taking temperatures regularly. Here is what you should have: a small tray (a pie plate will do) covered with a fresh paper serviette, a small jar with cover containing absorbent cotton swabs and one containing rubbing alcohol, a cake of soap, a small glass of water and a small paper bag for used swabs.

The patient whose temperature is to be taken should be sitting or lying in a comfortable position. First step for you is to wash your hands. Shake the thermometer down to 95 degrees Fahrenheit with a quick snap of the wrist. Check its reading by holding it level before the eyes and rolling it slowly until the mercury is clearly visible.

Dip the thermometer in clear water before placing the bulb under the patient's tongue. Instruct him to close his lips but

not his teeth. Caution him not to bite on the thermometer or to talk.

Leave the thermometer in place for three minutes and after removing it, wipe off with a moist swab using a rotary motion from tip to bulb. Read it and then shake the mercury down.

To clean the thermometer after it is used, moisten a swab and rub it on the soap. Wipe the thermometer from tip to bulb with a rotary motion making sure the latter is applied generously. Rinse off all the soap with clear water and stand it in rubbing alcohol for 30 minutes.

Care is needed when handling a clinical thermometer for it is very easily broken. Hold the thermometer by the end opposite the tip and stand clear of furniture when shaking it down. Don't leave it standing in disinfectant for more than half an hour or the markings will become blurred.

If the patient has had a hot or cold drink, wait 15 minutes before taking the temperature. Don't take the temperature by mouth if the patient is suffering from a mouth infection, is unconscious, apt to take convulsions, unable to keep his mouth closed, or is under five years of age. Don't alarm a patient by word or manner if the thermometer reading is unfavorable.

Certain Classes Of Firearms Must Be Registered RCMP Warn

A reminder that certain classes of firearms must be registered has been issued by the RCMP. This reminder points out that the laws of Canada require that every person, with exception of wholesale and retail dealers, must register all revolvers, pistols and fully automatic firearms in their possession. This does not include the ordinary type of rifle, shotgun or air gun.

It is also required that any person, with the above exception, wishing to purchase a revolver or pistol, or to receive it into his possession by gift, loan, or any other means, must first obtain the necessary authority to do so from the local police department before receiving the firearm.

In accordance with amend-

ments to the Criminal Code of Canada, a new type of firearms registration certificate has been in effect since January 1, 1952. For the purpose of re-registration on this new type certificate, registered owners are now requested to forward all copies of certificates in their possession bearing date of issue prior to 1952, to the Commissioner, Royal Canadian Mounted Police, Ottawa, Ontario.

In the event that copies of certificates have become lost or mislaid, it is requested that the registered owner submit the descriptions of the firearms in his possession by letter, quoting the make of firearm, calibre, serial number, number of shots and barrel length.

NEW BOOKS

IN PENTICTON'S LIBRARY

New books received at the Penticton library include well known works in both fiction and non-fiction fields. List of books and their authors follows:

NON-FICTION

Sheridan, W. J., *Watching the Chinese Curtain Fall*; Bradshaw, P. V., *Water Color: A Truly English Art*; Allen, Fred, *Treadmill to Oblivion*; French, M. P., *Apples Don't Just Grow*; French, Yvonne, *Mrs. Siddons*; Bird, W. R., *(The) Two Jacks*; Hinton, A. C. and Godsell, P. H., *(The) Yukon*; Clewes, Howard, *(The) Way the Wind Blows*; Freuchen, Peter, *Ice Floes and Flaming Water*; Guthrie, Tyrone and Davies, Robert, *Twice Hame the Trumpets Sounded*.

FICTION

Born, Edith de, *(The) Imperfect Marriage*; Bottoms, Phyllis, *Man and Beast*; Cavanna, Betty, *3 on Easy Street*; Cobb, G. B., *No Mercy For Margaret*; Dane, Clarence, *(The) Flower Girls*; De Vries, Peter, *(The) Tunnel of Love*; Eustis, Helen, *(The) Fool Killer*; Grierson, Edward, *(The) Lilies and the Bees*; Hammond, Ralph, *Chaise of Danger*; Hartley, L. P., *(The) White Wand*; and Other Stories; Hurst, Fannie, *(The) Man With One Head*; Irwin, Grace, *Andrew Conington*; McInnes, Graham, *Lost Island*; Moxley, Verna, *Wind "Til Sun-down*; Prescott, H. P. M., *(The) Unholyring Chase*; Salmon, Sally, *(The) Prince From the Sea*; Taine, John, *(The) Crystal Horder*; Taine, John, *(The) Cowmies*; Givoids, and One Other; Chute, M. G., *(The) Wonderful Winter*.

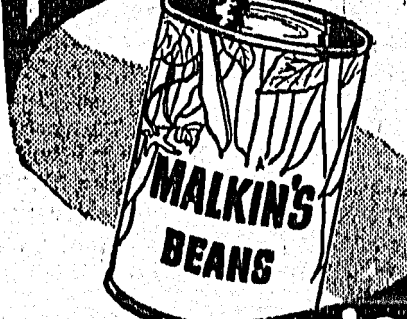
Newest bathing suits are one-piece, cut with square or camile sole tops, often knitted. Orion and Instax is a popular combination; fast-drying, lightweight.

Grand Eating!

MALKIN'S



FAMILY OF FINE FOODS



MALKIN'S

BY TEST THE BEST SINCE 1895

VERY SOON . . .



GIANT STOREWIDE CLEARANCE SALE

WITH REDUCTIONS UP TO 50%

Don't Miss It!

BCFGA President A. R. Garrish Sees Staggering Increase In Fruit Production

Report of A. R. Garrish, president of the BCFG, presented at the 66th annual convention of the British Columbia Fruit Growers Association in Kelowna this week, follows in full:

In the past it has been the practice to deal in our report almost entirely with the work of the year just completed. In this report the review of the year's activities will be briefer as much of the work has already been reported on through the medium of local and district council meetings and through news stories in the press and on the radio.

In addition to this review your executive will endeavor to outline the position of the industry at the present time and the problems we believe confront our organization in the years immediately ahead. We will discuss also in general terms the possible methods by which these problems can be met.

In reviewing our past activities the first task of your executive was to take action on the resolutions endorsed by the 1954 convention. A full report on this has been in the hands of all local officers for some time now.

Your association was represented at the annual meeting of the Canadian Horticultural Council in February, 1954, by your president and J. M. Kosty, together with representatives from B.C. Tree Fruits Limited. As in previous years the opportunity was taken at that time to visit cabinet ministers and the various departments of the federal government to discuss matters affecting our industry in the field of operations, packaging regulations, contracts under the agricultural products co-operative marketing act, and other items. We feel that the practice of sending an additional member of the executive as an observer each year is well worth the expense involved and it is our recommendation that this be continued.

The new three-party contract, as approved by the 1954 convention, was printed and sent out to all the growers early in the year. The return of these contracts was very gratifying and when over half of the total number of registered growers had signed up the completion of the work was turned over to the locals. Most of the locals have done an excellent job, with particular credit going to Oyma at 85 percent and Penticton with 82 percent of their registered growers signed. The work in connection with these contracts has been quite an extra load on your head office and every effort has been made to handle them promptly. As a result of this extra work other matters have had to be side-tracked, particularly regular publication of "Facts and Figures". The amount budgeted for this item has not been used in full, but with the contract work completed it will be possible to again devote more time to providing information to the growers through this and other channels.

Use of the Palmer Memorial Research Grant was discussed in March with the heads of the departments of the Summerland Research Centre and the Supervising Horticulturist for the provincial department of agriculture. It was decided at that time that approximately \$1500 of the \$5,000 voted should be used to finish previous work in connection with irrigation tests and nursery stock identification, and that the balance should be set aside to insure against damage to growers' crops in a wide spread program of tests of spray materials for scale and insect control for blossom thinning and for tests of compatibility of spray mixtures. A portion could be used also to pay for labor for having these tests made on a wide basis at the grower level. It was agreed that for the future the best use that could be made of this fund would be to use it primarily to provide compensation for damage which might result to growers' crops in conducting such wide spread tests. The availability of this fund for this purpose will enable these tests to be carried out with greater freedom than in the past and this in turn should result in new materials being brought into general use more quickly. These tests have been conducted under joint arrangements between the Summerland Research Centre and the Provincial Horticulturist which are located throughout the whole fruit-growing area. The executive recommends that if it is agreed to continue this grant the objective should be to build up to a total of \$10,000 over a period of years and from that point on only such amounts would be voted as are necessary to maintain the fund at that figure. While all expenses are not yet in it would appear that use of last year's funds will not exceed \$2,000. Accordingly, your executive is placing before you a resolution that this year's grant be made in the amount of \$3,000 which would bring the total of the fund to approximately \$6,000.

In May, your executive requested the Governors of B.C. Tree Fruits Limited and the directors of B.C. Fruit Processors Ltd. to

join it in a discussion of long-term policy concerning the division of available supplies of fruit between our two sales agencies, B.C. Tree Fruits Limited and B.C. Fruit Processors Ltd., with particular reference to short crops such as existed this season. Now that B.C. Fruit Processors Ltd. have entered the soft fruit field your executive felt that some method must be established of ensuring that necessary supplies of these commodities, as well as apples, are available to it for its program of market development. As a result of this discussion it was agreed that no fixed arrangement or formula could provide for all circumstances and that the problem could only be handled by a small group or committee with authority to make the necessary allocations from year to year. This committee consists of one member appointed by the executive of the BCFG, one by the Board of Governors, B.C. Tree Fruits Ltd., and one by the Board of Directors of B.C. Fruit Processors Ltd., and has been named the Processors' Allocation Committee. Meeting with it in an advisory capacity will be the top officials of both companies. The president of each body was selected to act on the committee and a report of the season's work has been distributed.

This season, as previously, there has been close co-operation between your executive and the executive of the Okanagan Federated Shippers' Association in all matters of mutual interest, particularly in the field of labor negotiations.

Contracts were again applied for under the Agricultural Products Co-operative Marketing Act for apricots, peaches and prunes and in due course these were approved by the federal cabinet and completed. While the main value of these contracts at the present time is to provide a measure of insurance against disaster in the marketing of these commodities, your executive feels that the provisions in them regarding the financing and packing of processing operations may assume greater importance in the years to come.

Following the severe freeze in late April an unsuccessful attempt was made to have the provincial and federal governments, either jointly or separately, provide some form of credit arrangement whereby hard pressed growers would be able to finance their operations into another season. The failure of this attempt led to a recommendation from the Southern District Council that a committee be set up to seek ways and means of dealing with such situations on a permanent basis. Your executive agreed with the recommendation and appointed the Crop Hazards Committee under the chairmanship of D. P. Fraser, of Osoyoos, and requested it, if possible, to bring in a report to this convention outlining what might be done. As a result of this report, your executive has sponsored a resolution on behalf of this committee in order to bring their recommendations before the growers so they may be properly considered by this convention.

Realizing there was going to be a heavy volume of low grade apples in several areas again this year your executive arranged a meeting to discuss a diversion program similar to that in operation in 1953. These arrangements were made and proved successful in keeping substantial volumes of low grade fruit out of the commercial pack and in directing them to B.C. Fruit Processors Ltd. We feel that this program should now be regarded as a permanent feature of our operation — the terms of which may vary from year to year and that it be used to encourage the diversion of low grade fruit whether caused by wind or hail or any other reason. It is in the interest of the industry that no attempt should be made to pack lots of fruit running very heavily to the lowest grades, as the resulting product cannot possibly be satisfactory on the market. This type of commodity can be used to much better advantage by our processing outlet. Your executive was concerned with certain aspects of the apple pool and made representations in order that it might be brought more in line with present day marketing realities.

Arrangements were made in co-operation with the B.C. Interior Vegetable Marketing Agency to enter the district exhibits at the Pacific National Exhibition. The outstanding success of this endeavor was due entirely to the hard work and enthusiasm of the committee in charge, under the chairmanship of Frank Laird and including John Kosty and Edward Hack from the BCFG.

Arrangements were made with the apple committee of the BCFG to put on a campaign to promote the harvesting of the apple crop at proper maturity and with maximum efficiency in the harvesting of all the crop from orchard to packing house. Some \$400 was spent on a series of radio broadcasts and we be-

lieve that the results obtained well justified this expenditure.

REPORT OF EXECUTIVE

Your executive has reviewed the arrangements regarding the capital requirements of B.C. Fruit Processors Ltd. in the light of this company's entry into the field of processing soft fruits. We feel that, in principle, the 120,000 presently being raised each year by deductions from the whole of the apple crop should be re-distributed to include those soft fruit commodities now being handled by B.C. Fruit Processors Ltd., but the amount involved at present would be so small where most of the soft fruit growers are concerned as not to justify such re-distribution. However, as processors expand their soft fruit operations, further capital inevitably will be needed which will mean an increase in the annual deduction and at that time the authority provided in the new contract should be invoked and the deductions distributed as fairly as possible across all the commodities concerned. These deductions which are, of course, an investment and not a levy will be re-allocated every five years, and are represented by the three percent bonds issued annually to the growers by B.C. Fruit Processors Ltd.

A tour of the plants of B.C. Fruit Processors Ltd. and the office of B.C. Tree Fruits Limited was arranged for local delegates and growers in November and proved very successful. Almost 100 growers took part and the high level of interest justifies continuing this as an annual event.

During the summer a picnic was arranged for the delegates at the Summerland Experimental Farm. This turned out very well and consideration should be given to making this an annual event also.

The items reviewed in this report — numerous as they are — consist only of the highlights of the activities of your executive during the past season. A whole host of other matters has been omitted in the interest of obtaining some semblance of brevity. We would like to turn now to the future and endeavor to forecast what lies ahead and to outline the plans that are being made:

In apples, production seems to have levelled off well below the peaks of 1946, 1949 and 1950, when production approximated eight million boxes. Volume of apples to be marketed will, undoubtedly, increase during the next five or ten years, but this increase will be mainly in those varieties most acceptable on all markets. Nevertheless it will continue to be of the utmost importance that low grade fruit be dealt with realistically. For those grades and sizes which are finding less and less ready acceptance in the fresh form the processing outlet provides the logical and obvious means of marketing. With today's costs of packing and handling there is no justification for tying up large sums of money in packing and storing charges on this fruit only to have to force it on the market at low prices to the detriment of our better fruit. In soft fruits we are all aware of the very heavy plantings which have been made since the war and in order to obtain a clearer picture we asked the Horticultural Branch of the Provincial Department of Agriculture to prepare for us estimates of potential production for the years 1955 and 1960, using the figures from the 1952 tree survey, calculated district by district, on a basis of both average production per tree and peak production per tree. We are indebted to John Smith and Harry Cox of the Kelowna office for a very comprehensive estimate, and the figures produced confirm that there is a tremendous increase in the production of all our major soft fruit commodities confronting us in the next five years.

For example, in peaches, the survey shows that present plantings will give us a crop of over 2½ million cases by 1960, or earlier, based on average production; but conditions suitable for bumper crop production will give well over 3 million cases. The biggest previous crop marketed to date is 2 million cases in 1949 under conditions of the "Austerity" program, when there was no competition from imported produce — fresh or canned — due to the exchange restrictions in existence. The picture in apples and pears is very similar. A new tree survey is in progress and when it is completed the figures obtained will be checked with the figures used in this estimate.

We are well aware that the majority of growers measure the achievement of their organization in terms of its success in marketing their products at a satisfactory price level and the volume of soft fruits to be marketed in the years ahead — given favorable weather conditions — are going to present a major test of your organization. In discussing this situation we will list the factors which are in our favor and endeavor to appraise their importance to us. The first factor is the existence of this association with its long record of achieve-

ment, its ability to speak on behalf of the growers, and its machinery for discussion and decision. The proper function of your association in exchanging information and ideas, in providing for discussion of our problems at all levels and in carrying out the programs agreed upon, is of primary importance to all of us. Its importance can, perhaps, be best realized by imagining the situation which would exist in this industry if we did not have the BCFG or anything resembling it. The second factor is our scheme of regulated marketing under enabling legislation which has stood the test of over 20 consecutive years of operation and which, unquestionably, enjoys the support of the vast majority of our members. Because of the powers vested in the British Columbia Fruit Board we can be confident at least that we will not complicate our problems by a panic attempt to dispose of unmanageable quantities of fruit on the market at any one time. With such highly perishable commodities as these this control is of the utmost importance in periods of potential surplus. Panic in marketing can create an appearance of surplus where no serious surplus may actually exist. The third factor in our favor is the existence of our two well-established selling organizations directly controlled by us, one dealing exclusively in fresh fruits and the other in processed products. In the effective and efficient coordination of the activities of these, our two selling organizations, lies, we believe, the key to our problem and it is in this coordination that your executive is most interested. The emergence of B.C. Fruit Processors Ltd. to its present position of importance in the industry has ended the era when the marketing of our crops could be regarded as exclusively the responsibility and concern of B.C. Tree Fruits Limited. What is needed now, in our opinion, is a method of establishing a policy on an industry wide basis for all commodities. As the first step towards this your executive has brought about the establishment of the Processors' Allocation Committee as outlined earlier. Further steps in this direction can and will be taken as required. The fourth factor in our favor is the contracts under the Agricultural Products Co-operative Marketing Act which, in addition to providing a measure of insurance against disastrous marketing conditions may, if necessary, be the means of financing expanded processing operations insofar as the actual cost of processing is concerned. We think that the development of new markets for processed soft fruit products in various forms is of vital importance. Even assuming an increase in the volume of our fruit handled by the commercial canners, it is doubtful whether such a program of market development can cope with the volume likely to be available in peak years, and so the possibility of canning surplus quantities in such seasons for off-shore export is already under study. At the present time exchange restrictions preclude any such arrangement but if controls are relaxed it may prove feasible to export surplus in this manner, and we believe such an operation could be included within the terms of our contracts with the government.

In the situation facing us the growers, too, can help by taking cognizance of it in their plans for planting. Obviously, any further extensive planting of soft fruits can only add to the difficulties ahead. In peaches, such plantings — if they must be made — should be confined to established and accepted early varieties, and these only in the earliest districts. In apples, if replacements are being made, canning varieties offer the only prospect of disposing of surplus supplies, particularly with the continued decline in home preserving. In pears, there is at present no prospect of new processed products and the volume of Bartlett's, just over the horizon, is going to jeopardize further the position of the other pear varieties in competition with them.

We do not believe that the situation we have presented need be the cause for undue gloom or pessimism. We have only to go back 20 years to find that our apple production was then only approximately one-half that of which we have since obtained in peak seasons, and it is only 20 years since our peach production ran around three hundred thousand cases and growers spoke with apprehension of a possible production of half a million cases. The history of the industry has been one of expansion; of increased production and of development of new markets. Given the support and understanding of our members as in the past, we believe it will be possible to make the decisions and to make the adjustments which will be necessary to cope with this new set of circumstances.

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